

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXIII, No. 3 NEW YORK, OCTOBER 15, 1925

10c A COPY

B. A. I. S. 1925 with  
N. W. Ayer & Son



## H-O-N-K!

IN CASE you don't recognize that sound, it's a horn, blowing. And we're blowing it. Honk!

When we started advertising Kant-Skore Pistons, the product of the Kant-Skore Piston Co., of Cincinnati, Ohio, we faced the difficult proposition of helping our client sell automobile replacement parts to the consumer, through the repair shop, through the jobber.

We prepared a campaign and launched it in a list of good-sized cities, in April. These results are typical.

In Albany, in April, sales went into second gear and began to speed up. In May they were breezing along in high. Dayton was told about Kant-Skores, and by May the red in the meter stood at "summer driving." In Memphis, where the sales curve had been a straight line, the "Stop" turned to "Go" and you couldn't see anything for dust. Ever since, the pace has been fast.

It was all in the copy—swift, breezy text with compression in every sentence. It told how and why Kant-Skores put all the old thrill back into the old bus.

If your belief in advertising falters on the hills, perhaps our diagnosticians can locate the trouble. Honk! Honk!

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

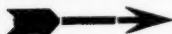


**A Purchasing Guide;**—so comprehensive and efficient that a large portion of the important industrial and mercantile buyers (all lines, everywhere, every day, buying every product) now refer to it to find where to buy. Also an important foreign circulation.

*Caters primarily to the user—aims at 100% completeness regardless of advertising.*

PAID  
SUBSCRIBERS  
not merely  
CIRCULATION

They want it,  
order it,  
use it.



A. B. C.  
MEMBER  
(THE ONLY ONE)



It presents the sales message to the **right man** at the **right time**. Space, costing for only one issue a year, continues in full effect every day in the year, and **brings continuous direct returns**.

**2300 ADVERTISERS** *More than twice as many as any other.*  
*Most of them use "Keys" and know what they get.*

THOMAS PUBLISHING COMPANY, 461 Eighth Avenue, NEW YORK  
CHICAGO OFFICE—20 W. Jackson Boul.—Phone Harrison 3730

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXXIII

NEW YORK, OCTOBER 15, 1925

No. 3

## What's Happening in the Radio Industry?

Emphasis Is Shifting from Production to Merchandising—Real Leaders in Radio Set Manufacturing Apt to Emerge in 1925-1926 Selling Season

By Albert E. Haase

THERE will probably be a great over-production of radio receiving sets this year. There will probably be much price cutting by late winter or early spring. Retailers in large centres express the opinion that there will be widespread price cutting before Christmas.

And when price cutting sets in, sour-faced pessimists in and out of the radio industry will be shouting that the business has gone to the demnition bow-wows because it will never learn to keep away from over-production.

The truth is that it is learning. The selling season of 1925-1926, chaotic as it will probably be, is apt to stand out as a most important year in that business. It will probably be a transitional year. Emphasis will be transferred from production to merchandising. This change is already noticeable.

Within a few short years the business has grown from a handful of manufacturers to hundreds. Exactly how many there are, is not definitely known. One estimate puts the number of set manufacturers at 314; another at 462; and still another at 677. This much is true: Every year has seen an increase in the number of manufacturers. This year is probably the last that will have such a record.

From the beginning, among these hundreds of companies there has been a race for a chance to survive. So far, about seventeen

manufacturers have been able to come out with the great volume of production centred in their hands.

By this time next year, that list may be considerably changed. It may be shortened. There may be some new names in the list. Those companies that are still there and those that are added will be manufacturers who started to tackle the merchandising problem this year and found out how to co-ordinate production and distribution.

In a great many respects, the radio industry is admittedly similar to the automotive industry. There have been about 975 manufacturers of automobiles in the United States since the inception of that industry. In 1923, at the New York Automobile Show, there were 113 exhibitors. In 1924, seventy-one; and in 1925, fifty-two. Harry M. Jewett, president of the Paige-Detroit Motor Car Company, authority for the above figures, predicts that there will be between forty and forty-five exhibitors at the show in 1926.

The majority of failures in the automobile field have been ascribed to over-production. These failures usually were weak manufacturers who were unable to synchronize their production schedule with retail demand. They didn't know what retail demand was because they paid no attention to building up distribution channels; to sens-

ing public tastes; to the establishment of a reputation through advertising; and to the creation of consumer demand through co-ordination of selling and advertising.

The pioneer automobile manufacturer had only one picture in his mind. It was a picture of a market with outstretched arms welcoming his product. Here is the way he talked: "The market is there! Make lots of cars! Everybody wants one! Let anyone who wants to sell them sell them!"

Bicycle dealers, mostly men of small calibre, and sons of rich men, mostly young men who had no desire for hard work, did the selling. And most manufacturers went foolishly on their way, paying all attention to production. Those that have found it easiest to survive are those that whipped together sound dealer organizations. Where is there to be found the equal of the distribution organizations of companies such as General Motors or Ford?

Radio, because of its lower price level, came into commercial life with an even greater consumer demand than the automobile. Almost every conceivable retail channel took it on. Drug stores; cigar stores; undertakers; furniture stores and real estate dealers sold it. So did song shops; cutlery shops; sporting goods dealers; haberdashers; picture frame dealers; florists and farm implement dealers. Camera stores; central power stations; hardware stores; electrical shops added it to their line. So did automobile dealers; automobile garages; automobile accessory houses; department stores and talking machine dealers. In addition to all such varied outlets, there was a new creation—the straight radio store.

Radio manufacturers found out more quickly than the automobile makers did that their success was absolutely dependent upon the right dealer organizations.

Last spring it became apparent, to all who were willing to see, that the use of any retailer as a sales outlet could not last. Experience had defined the charac-

teristics of a radio retailer by that time. It was plain that he had to have three basic requirements if he was to continue to sell radio with profit to himself and the maker, and to the satisfaction of the consumer. These characteristics may be defined as:

(1) Ability to demonstrate. This means that he must have a proper setting in which to show the product in operation to the consumer.

(2) Ability to sell on a time payment basis. The market for the low-price set is disappearing. Time-payment has made the set retailing at a hundred dollars the popular choice. Every day instalment selling becomes more and more of a factor in radio retailing. The retailer who is unable to keep a clean record with finance companies will consequently lose sales. The dealer who has had experience in instalment selling and who knows how to collect his own accounts will be way ahead in the procession. Finance companies have already put through an increase in financing costs for retailers who do not collect their own accounts.

(3) Ability to give service. A retailer must know how to keep a set in operation—the buyer demands this knowledge. The radio retailer who cannot render service will lose original business and accessory business. Some retailers have already found it profitable to guarantee year-round service at a cost of \$10 a year to their customers. Much battery and tube sales volume of retailers is being obtained through service men.

These three known requisites for success in retailing radio sets have been used as measuring rods and have resulted in the opinion that there are, at present, seven satisfactory retail channels.

These retail outlets are:

- (1) The straight radio store;
- (2) the talking machine shop;
- (3) the electrical shop;
- (4) the department store;
- (5) the automobile dealer;
- (6) the sporting goods store, and
- (7) the hardware shop.

The name "straight radio shop"



## AGENCY MAN at Window Display Convention

*GIVES Talk on Relation-  
ship of Window Display  
Advertising and the Advertiser.*

"WHAT SERVICE should I expect from my agency on non-publication forms of advertising, such as window display? Can I really get impartial counsel on their use?" These are questions in the mind of every national advertiser who is interested in having a well-rounded and perfectly coordinated advertising campaign.

The H. K. McCann Company is a pioneer among advertising agencies in setting up a special department to handle all non-publication forms of advertising. A representative of this Department recently made a speech before the Window Display Advertising Association in Chicago on October 7th, in which he reviewed the present relations of the Window Display Industry to the Advertising Agency and outlined suggestions for closer relations.

For those who were not in attendance at the Convention and who would like to know what was said by our representative, we have prepared copies of this discussion and will be glad to forward them on request.



### THE H. K. McCANN COMPANY

*Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES

SAN FRANCISCO  
MONTREAL

DENVER  
TORONTO

is a misnomer. Radio stores, like Haynes-Griffin and Rova, which started out several years ago as "strictly radio," have decided that other lines of merchandise must be added. At the present time radio is a seasonal business. The Haynes-Griffin organization in order to meet this seasonal problem is adding home motion picture outfits. Rova has taken on the job of selling electrical refrigerators. There will, probably, always be retail stores that will be interested first and foremost in radio; but these stores as a general rule will carry other types of products that have no relationship to radio.

#### HOW DEPARTMENT STORES STAND AS DEALERS

Of the other six types of dealers, general opinion in the radio trade, at present, is that the talking machine store and the electrical goods store will form the most important retail outlets. The department store is problematical. The department store was a retail outlet for the automobile years ago, but it isn't today. Twenty-two years ago, John Wanamaker sold Ford motor cars. His store wouldn't think of selling them today. At present some department stores are dumping grounds for distress merchandise; others are selling at regular prices but make no offer of service; while still others offer real service to their customers. It is a fairly general practice in department stores to put radio buying authority in the hands of the talking machine buyer. There are exceptions to this practice, however. Some stores now have a radio buyer. There are cases, too, where the toy or sporting goods buyer has the final yes or no on radio.

The automobile dealer and the automobile accessory dealer in many localities have taken to radio as a means of overcoming their winter seasonal sales slump. Whether they and the retailer of sporting goods and hardware will survive is a matter that is open to conjecture in many minds. Which of these seven channels will be the best is at present a matter of opin-

ion. This much is certain, however: Real retailer distributing organizations will be built up with stores in these seven fields as the nucleus; for the volume will be controlled by some of these seven types of retailers.

Since the close of the 1924-1925 selling season, wide awake radio set manufacturers have been earnestly seeking to build up a retail selling system. A study of the merchandising plans of the production leaders of the industry shows that several different methods are being employed. An explanation of seven different plans follows:

#### I

On its face, the plan of the Radio Corporation of America appears to be one of the most clever of all. This company's plan is called a "selective dealer policy." It is really a contest. A short time ago the company announced to retailers that it planned to use only "authorized retailers"—that is, retailers to whom it gave a franchise after January 3, 1926, in distributing all of its products, except its Radiotron tubes. It will sell to such retailers through jobbers. In making an announcement of this move it said that these authorized dealers would be picked on the record they had made in selling Radio Corporation products during September, October, November and December, 1925. This sales record the company plans to analyze from three standpoints; (1) service; (2) volume; and (3) credit.

When the dealers have been picked and signs for their stores have been distributed to them, the Radio Corporation plans to advertise the significance of the signs to the public on a widespread scale. The company's announced plans also indicate that it will continue to distribute to retailers through jobbers after it has selected its authorized dealers.

Two outstanding facts distinguish this plan: (1) The dealer, theoretically at least, must come to the Radio Corporation and ask for a franchise; (2) the contest, if

Practically the entire circulation of the Standard Union is sold—and read—in Brooklyn.

No claims made for Montauk Point, Paris, London, or way stations.

*R. G. R. Hunnicutt*  
President

LARGEST DAILY CIRCULATION IN BROOKLYN OF ANY BROOKLYN NEWSPAPER

the dealer takes it seriously, should insure the attainment of a large volume of business.

## II

Other plans differ basically from that of the Radio Corporation in that the manufacturers go to the retailer with franchises instead of having the retailer come to them through a contest.

The most direct of all such plans is that of the Charles Freshman Company. Last spring this company eliminated all jobbers and mapped out a policy of selling direct to the retailer on the theory that in selling a product which requires servicing the manufacturer must be as close as he can possibly get to his retail outlets.

The Freshman company now has about 2,000 retailers handling its complete line of eight sets (every dealer is required to handle the complete line). But it hasn't a single salesman selling its product to the retailer. Its only travelers are a few technical service men who answer calls from dealers having trouble with sets. It obtained its retail outlets with the help of newspapers, through advertising in radio trade papers and by the use of direct mail.

When the company had decided to sell direct, its first step was a letter to newspapers in almost every city and town in the country. Each newspaper was asked to list the names of the best radio retailers in town. Thus the company had its list of prospects for its direct-mail campaign. In selecting its retailers it tries in every case to give preference to those stores that maintain a service department.

The aim of the company at present is to have one dealer to every 25,000 unit of population. In towns having a population of 25,000 or under, there is but one Freshman dealer. In large cities, definitely-restricted territories are laid out for each dealer. The company has only one discount for every retailer, no matter what the size of his purchase, and that is 40 per cent from the list price. It does not prohibit a dealer from carrying other lines. On dealer

advertising of Freshman products in newspapers, the company pays half the cost. On dealer helps, such as four-color booklets, it is the policy of the company to make a small charge.

## III

There are indications that Freshman will not be the only big producer of radio sets selling direct to the retailer. The Stromberg-Carlson Telephone Manufacturing Company of Rochester, N. Y., is working to that end.

This company, as its name indicates, makes telephone apparatus—a type of product that would naturally lead it into radio. It has been making radio products since 1915. From that time on it has slowly increased not only the number of its radio products, but also its volume of business in radio, until at present nearly 20 per cent of its total plant output is given over to the manufacture of radio apparatus. When this company started to market its radio products it got a new experience. It had never sold anything before through jobbers and retailers. Its sales forces had been trained to sell telephones directly to the consumer. It didn't like this new experience and decided to lop off one step between the consumer and the company, and that step was the jobber. In some localities the company has been selling direct to the dealer for at least two years.

Its merchandising plan for selling direct to the retailer, wherever possible, has these features:

- (1) One price to all dealers for the same quantity of goods.
- (2) Provision to assist dealers to finance their sales.
- (3) Precaution so as not to overstock a dealer.
- (4) Guarantee that consumers' prices on models will not be reduced.

It is the company's plan to issue franchise certificates to all dealers willing to co-operate in every way on the score of service, and who agree that "the selling and advertising of the company's products shall be conducted with the con-

(Continued on page 172)

JOSEPH

# When coordinating advertising with sales becomes a normal part of your day's work

**T**HERE are some agencies whose discussions with their clients deal with sales as often as they do with advertising. Being accepted as part of the advertiser's sales department, they receive current manufacturing schedules and sales sheets from their clients. Then they analyze these statements as if the product and its problems were their own.

These agencies expect to be and are drawn into all policy matters, such as jobber and distributor relationships, shifts in the sales organization, sales quotas, sales territories, sales contests, compensation for salesmen and a host of other matters.

Such agencies take an active part in the education of jobbers, distributors and retailers. They deal not alone with the advertising, which is, after such cooperation, truly a force for

sales back of the product, but with the soundest methods of marketing the product through the human sales force as well. Then they carry the same message to the client's own sales organization.

Such service on the part of the agency is hard work and tedious work and costly work. But the results of it come back in loyal customers and in growing appropriations.

Your client has a deep and abiding confidence in you. All the facts and figures of the business are at your command. You are a part of the firm; a trusted member of the family. You belong!

With such a relationship as this the great and mysterious problem of Coordinating Advertising with Sales becomes only a normal part of your day's work.\*

*\*From "Coordinating Advertising with Sales," an address delivered before the 1925 Convention of Associated Advertising Clubs of the World, by Arthur W. Sullivan, Vice-President, Joseph Richards Company, Inc. Any interested business executive may obtain a copy of Mr. Sullivan's address in booklet form by writing us.*

JOSEPH RICHARDS CO., INC., 247 Park Avenue, New York

# Labor Takes a Leaf from Business

It Is Preparing to Advertise Something Besides Intangibles

By Chester M. Wright

Of the American Federation of Labor

FOR a long time, PRINTERS' INK has urged organized labor to buy display space in which to present its case to the public. I have joined most heartily in that urging and the end is not yet.

There have been fruits as the result of these efforts. There have been forays into the display field by labor. These have been sporadic and of brief duration. But they have been pioneer thrusts which are certain to be followed up.

The traveler, entering El Paso, Tex., sees attractive outdoor displays advertising the merits of the products of the Union Brick Company, which is owned by the Bricklayers, Masons and Plasterers' International Union. This company has a definite, tangible, product to sell and its methods in selling are the methods used by other successful manufacturers.

Perhaps, the intangible nature of much of what organized labor has had to offer and its vagueness about where was its "market" has had as much to do with reluctance to use display space as has any other cause, including lack of large funds. Many international unions have well-stocked treasuries, but the American Federation of Labor has not. Its work is done on an income of one cent per member per month and it never has money enough for its needs.

Labor's principal commodity—a term which is ill-fitting in this connection, at best—has been an almost intangible thing. It has been an idea, an ideal, a code of ethics or of principles. It hasn't been butter and eggs and bricks and steel ingots. Labor has been seeking to purvey the ideal of social justice and that is a difficult thing to advertise—I will not say "sell," for, in company with a great many others, I dislike the indiscriminate use of that purely merchandising term.

But a change is taking place. Labor is getting to have something besides its principles and ideals about which to tell the public. It is getting to have something else to tell to its own prospective-membership public; and always that will be the public which trade unions will first seek to reach.

To acquire this new something, labor is taking a leaf out of the book of business and the book of advertising. Perhaps it is taking two leaves, for there are two distinct developments, even though they are undoubtedly closely related.

## LABOR MUST LEARN SELLING

The first—not so new now—is the entry of trade unions into the business and financing field. Labor is in banking up to its hips. It is in the insurance business along stock participation lines and it is just now going in ever so much deeper. The new Union Labor Life Insurance Company, to be a \$2,000,000 old line concern, is now in the organizing stage. Labor is in the commodity business in coal, in bricks, and in many other things. It has its hand deep in the marketing of farm produce—and it will go deeper. It is getting to have things to sell which it must sell in the competitive market. It will be a long time before labor has any commodity monopolies, if it ever has them. To sell in competition, it must use the tools and the methods of competition, and among these, advertising is of great importance.

One of these bright mornings, labor will own a railroad and it will have to advertise just as industriously as does Daniel Willard. It will have to create a partner for Phoebe Snow, an advertised mate for the Liberty Limited. If it sells apples, it will have to get the jump on Skookum. If it sells hats, it will have to meet

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**Milwaukee—First City in Diversity of Industry**

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# The Greatest Radio Sales Opportunity In America

## —at the Lowest Cost Per Sale!

**S**ELL radio in the Milwaukee-Wisconsin market this season! Here intensive merchandising effort will be rewarded with volume business at a surprisingly low cost. The reason is simple—a market of more than a million people, conservative in the past regarding radio, have begun to buy rapidly and sales are growing apace. Few other large markets can offer such a large potential volume of sales and in no other market of equal possibilities can radio advertising costs per sale be kept to such a low figure. The Milwaukee Journal alone thoroughly covers and sells the rich Milwaukee-Wisconsin market at a single low rate.

## ***The Milwaukee Journal***

**FIRST—by Merit**

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**Wisconsin—First State in Value of Dairy Products**

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Mallory on its home ground. So it will go.

And that business field is developing. Labor's money—in literal millions—is being piled up in labor banks. Presently, it will be piled up in insurance companies. This business now has to go somewhere for investment. In much larger amounts, it soon will have investment opportunities to seek. Whether it likes to or not, labor will have to think about business success, for its money will be at stake and money does call to its owner for guardianship, for success.

Perhaps nobody yet sees the full implication of the great development that is now merely in its infancy. But imagination can find much opportunity for exercise in contemplation of the situation ten years hence. Today, there are about forty labor banks. These have come within five years. Ten years more? It is worth thinking about.

#### GETTING FACTS

There is, today, only the most general information about labor's business and financial operations. And that leads straight to the second development of the day. The other leaf that labor has taken out of the book of business and advertising is research—finding out things—getting facts instead of getting dope and guesswork. This really seems to be a big league effort.

When President William Green called the Atlantic City A. F. of L. convention to order on October 5 he had ready to lay before that gathering a program of fact finding surpassing anything heretofore suggested.

In the report of the executive council there was laid out a great research program. It was a "let's find out" program.

Business has learned to do this. Advertising does it. Before advertising starts to tell a story it gets the facts. Labor is starting to get the facts and I believe nature will take its logical course.

The program set forth at Atlantic City said:

We need to find out about company unions; we need to find out

where are the unorganized workers and why they are unorganized; we need to find out about employee ownership and customer ownership; we need to find out all about labor banks and banking; we need to find out more about insurance; we need to find out more about education; we need to find out more about unemployment; we need to find out about child labor, as to volume and location—and about many other important things.

This doesn't mean random information picked up by volunteer scouts. It means scientific research. It means a determination to go after the facts of industrial and commercial life in laboratory fashion.

Under this new program of research, labor is going to have a knowledge about its field that it never had before. It is going to have what the scientists call a factual knowledge, which is just the same thing as saying an actual knowledge. It is going to have a bill of particulars, which is the prerequisite of a good bill of sale.

In the two developments which I have outlined, perhaps all too meagerly, I believe I see the coming development of a great new advertising business.

Facts are commodities. Ethics and ideals and principles are not commodities and they never should be. It may be possible to promote their acceptance through advertising, and the churches have proved that this is so, but there is not the tangible return that, after all, constitutes the best urge to continued advertising effort. When you can visualize your returns you have a really compelling reason to advertise.

Labor shortly is going to have something to sell on which it can keep books and in relation to which it can check the returns in tangible form. That this will entail other new and interesting developments is a foregone conclusion.

#### Shingle Account for Barton, Durstine & Osborn

The Creo-Dipt Company, Inc., North Tonawanda, N. Y., manufacturer of Creo-Dipt stained shingles, has appointed Barton, Durstine & Osborn, Inc., to handle its advertising account for the year 1926.



# 104,242

was the average net paid circulation of The Providence Journal and The Evening Bulletin for the six months ending September 30, 1925. This is a net gain of 3,032 per day over the same period of 1924.

These great newspapers, with their responsive reader influence offer advertisers coverage of the great majority of English speaking families in Rhode Island.

**23c a line Flat Rate**

***Providence Journal Company***

***Providence, R. I.***

**REPRESENTATIVES**

**CHARLES H. EDDY CO.**  
New York Boston Chicago

**R. J. BIDWELL CO.**  
Los Angeles San Francisco

**and for the...**

**T**HE average net paid circulation of the Sunday Chicago Herald and Examiner for the six months' period ending September 30, 1925, was

**1,032,251\***

*\*The above figure is from the publisher's sworn statement to the Government.*

**Chicago Herald**

**NEW YORK: 1834 Broadway**

# past 6 months

**T**HIS "more-than-a-million-for-more-than-a-year" circulation of the Sunday Chicago Herald and Examiner is built on that sturdy foundation, *reader preference.*

And manufacturers, who couple good advertising with this great circulation soon notice very gratifying results on their sales charts.

## and Examiner

SAN FRANCISCO: Menadnock Bldg.

# New Tires for Old Cars

The more cars, the more tires—and the “old” cars make the tire market.

On August 8, 1925, there were 277,712 passenger cars in the city of Chicago, and 46,458 trucks—324,170 cars in all. It is estimated that the number of cars in Chicago increases by about 5,000 a month.

Think it over. There are few tire markets in the world like this—if any.

How to sell this market most economically and effectively is a problem that leading tire makers have long ago solved, to their satisfaction. They publish their sales messages where they will most influentially reach the greatest number of financially competent buyers—and that is in *The Chicago Daily News*. With its daily average circulation of 400,000—approximately 1,200,000 daily readers—*The Daily News* reaches the great majority of the buying public of Chicago and its suburbs. Furthermore, it is read for buying information and guidance as well as it is for news and editorial features. Looking to its pages for advertising news and guidance is a Chicago habit, as the lineage figures attest.\*

The outstanding medium for selling tires in Chicago is, demonstrably,

## THE CHICAGO DAILY NEWS

*First in Chicago*

\*In the first 9 months of 1925 *The Daily News* published a total of 11,145,645 lines of display advertising, 1,998,222 more lines than were published by the daily paper having the next high lineage record. In the same period *The Daily News* published 532,957 agate lines of automotive advertising as against 392,231 agate lines published by the daily paper next in this classification.

# We Investigated 1,500 Cases and Found 850 Infringers

That Convinced Us We Had to Do Something to Combat Substitution—  
And We Did

By Peter S. Theurer

President, The Schoenhofen Company

FOR just about a year The Schoenhofen Company has made an aggressive and organized fight against substitution and other forms of unfair competition that are closely related to it. The fight is still on. We expect to continue it indefinitely in behalf of our product, Green River, for the good reason that substitution has robbed us of sales and slowed down our normal rate of growth.

A year ago we knew that several substitutes for Green River were being sold by manufacturers and jobbers to dealers and by dealers to the consuming public. However, we had no accurate information as to the extent of this. We investigated 1,500 cases. And we found 850 infringers!

That seems hardly credible, but it is the truth. In Chicago alone there were between 300 and 400 infringers. Further investigation in a dozen different States convinced us that from 30 to 40 per cent of the beverage served when Green River was ordered was not genuine. And that, any business executive will agree was an intolerable situation. We had to fight it and master it or it would master us.

It is possible that our method of dealing with this matter will be of interest or help to those executives who are accustomed to turn to PRINTERS' INK for practical assistance in tackling distribution prob-

lems. I believe that we have made some progress, although the job has been long and costly. Our method of doing it stands out as rather unusual because we have corrected the evil of substitution

## Second Warning!



To serve an imitation to your customer upon his request for "GREEN RIVER" is a vicious practice, defrauds the public, destroys your good will and infringes "GREEN RIVER."

To protect the buying public, we are forced to restrain anyone who hereinafter substitutes imitations for the genuine "GREEN RIVER." Any such offense is an unlawful act and is subject to an action for an injunction and damages.

"... you the said South Shore Pharmacy... are hereby strictly charged and commanded that you and every of you do absolutely DESIST and REFRAIN... from selling, dispensing and delivering in response to requests or orders for GREEN RIVER... any beverage other than that made from GREEN RIVER syrup or concentrate manufactured by complainant (SCHOENHOFEN COMPANY)..."



# Green River

REG. U.S. PAT. OFF.

**Schoenhofen Company**  
Chicago

BUSINESS-PAPER ADVERTISING WAS USED EFFECTIVELY  
TO COMBAT SUBSTITUTES

in a friendly way that has built prestige and sales for us. Whenever it has been possible we have avoided litigation. We have kept the chip off our shoulder. And principally because of that, we have been successful in turning many dispensers of substitutes into ac-

tive distributors of genuine Green River.

In dealing with the substitutor, our first aim is to remove the practice that is hurting our sales and the reputation which we have built up. Sometimes that removal is brought about with difficulty. Sometimes it is a simple matter. But if we stopped when we had eliminated substitution, we had won only half the victory. Where we have put an end to the sale of substitutes, there we must build up sales of the genuine. In ninety-five cases out of 100 we have succeeded.

We sell Green River in concentrate or syrup form to bottlers, to soda fountains and similar places where refreshing drinks are served. In the last few years, we have spent more than \$1,000,000 advertising the name and quality of our product and cultivating a consumer demand for it. This has resulted in a profitable business for us. Unfortunately, it has also resulted in the appearance of a number of other beverages colored like Green River and imitating its flavor.

#### GREEN RIVER SUBSTITUTES

In some cases, manufacturers have made up concentrates and sold them to jobbers and dealers, not as Green River concentrate, but with the purpose and expectation that they should be used by dealers and offered by them to the public as Green River. Of course, this type of manufacturer always offers a big price advantage as a bait. The word quality is not listed in his working vocabulary. Sometimes, he is thoroughly dishonest and unscrupulous. Sometimes, he is just tricky.

Then, there are the manufacturers and jobbers who infringe our name, our label, our trade-mark and trade dress. Once in a while, a druggist who knows a little about chemistry will decide to save money and cook up a concentrate of his own. With this as a base, he will serve his own imitation of Green River when the latter is ordered at his soda fountain. Occasionally, we find an honest dealer

who has been imposed on. Someone has sold him imitation concentrate for the real thing, and as it usually works out, he is hard to deal with.

Several ways of combating the imitator are available. First, we can advertise to the public and the trade. Warnings to the public and to the trade that imitations are being offered are helpful. Once a manufacturer discovers that substitutes for his product are being foisted on to the customer, he can counter with advertising that points out definite and certain ways of knowing when the original is obtained. If the product is packaged and labeled, it can, of course, be readily identified. Similarly, a beverage sold in a distinctive bottle can usually be identified, but when that beverage is sold in bulk and mixed at the soda fountain it is not so easy for the consumer to be certain that he is getting the genuine article.

To help the soda fountain purchaser, we have devised urns from which Green River is dispensed. The urn on the fountain means that genuine Green River is served there. Of course, it is possible for a soda fountain proprietor to buy a supply of our product, receive an urn and instal it and then serve a cheap substitute from the urn. But that is not at all common.

Where substitution has made real headway, the most effective means of putting an end to it that we have found is to go out and get indisputable evidence of substitution, prosecute cases where necessary and then let the trade know of the vigilance we are exercising.

That sounds simple. It is not.

Where will the manufacturer get suitable investigators? How shall he train them? How shall they be paid? These, and many other questions, must be answered if substitution is to be dealt with successfully.

I believe that the manufacturer who is trying to detect and eliminate unfair methods of competition that are harming his business will go farther and reach his objectives oftener if he will avoid

trickery and chicanery in making investigations and gathering evidence. We believe in sticking to honest methods. Most of our investigators have been university students, law students preferably. I do not know them and they are not hired by The Schoenhofen Company. We do not want a man unless he has the recommendation of his Dean. If he goes to work for us, he is not paid for the number of cases of substitution he can unearth. He receives an hourly wage, and for it, we ask him to do no more than investigate without bias and report his findings. He goes out and buys samples of Green River and then turns the samples into a laboratory for analysis.

#### NOT EASY TO SECURE SAMPLES

Naturally, it may be far from a simple matter for an investigator to procure a sample. Two of our men—they usually work in pairs—may drop into a drug store and order a glass of Green River. Many of these investigators can tell the real product from an imitation simply by tasting it. In the event that they suspect substitution, the next step is to get a sample of the dealer's syrup to be tested in the laboratory and used as evidence in court if necessary. The dealer who is putting anything over on his customers will be reluctant to sell a sample if he has any grounds for suspecting the purchaser.

What course do we follow once we have obtained evidence against someone who is infringing us? I can answer that question by saying simply that we are not in business to make enemies but to sell merchandise. Many times it would give us some satisfaction to prosecute an infringer, but in the end we would be no better off. If, by being lenient, we can convert a guilty manufacturer or dealer and, in showing him the folly of his ways, make a customer out of him, both of us profit. We have added to our sales and he can make more money pushing an advertised, quality beverage like Green River than he can make by deceiving customers

with an imitation carrying a long profit. So 95 per cent of the infringements that we detect are adjusted in a friendly manner.

Not long ago, we ran across a druggist who was using a very poor imitation of Green River syrup. I doubt if any customer of his would ever ask for a second glass of Green River after being served with one drink mixed from this syrup. When we went to him with the evidence he was highly indignant and inclined to be a little pugnacious. Now, we aim to be as conciliatory as possible in all these cases, but if the occasion demands it I think that we can be just as emphatic and as firm as the next fellow. However, it developed that this druggist had recently bought his store and stock. He was actually ignorant of the fact that in the bargain he had been loaded up with a very poor imitation of Green River. Should we bring him into court and have him enjoined from serving anything except exactly what the customer ordered? Such a procedure would have eliminated one infringer without any doubt. What else would it have done? Would our future sales in that store benefit?

We simply took the imitation syrup off his hands and gave him an equal quantity of genuine Green River syrup in exchange for it without any charge. Do you think that this druggist is likely ever to serve an imitation in the future? Don't you think that our sales in this particular case will grow?

Naturally, we will not, we cannot, make a regular practice of picking up substitutes and replacing them with gift stocks of the genuine product. If we followed such a policy, we would be imposed on time and again. In the instance just mentioned, the druggist was not at fault. He was not acting in bad faith.

In Southern Michigan, there was a bottler who did a big business with lunch counters, roadside refreshment stands and similar retail outlets where bottled drinks were sold. He bought a little syrup from us now and then but he used it only as a blind. Nearly

all of the beverage that he made and sold as Green River was imitation. We obtained the strongest kind of evidence against him and went to him with it. Like many infringers, he wanted to be rough. I think he believed he could bluff us into letting him alone simply by putting on a bold front. Neither he nor we wanted to go to court but he was just a little more reluctant than we were. This is what we finally persuaded him to do:

He sent to the nearest distributor for a rush shipment of enough concentrate to make up a batch of Green River at once. He poured all the spurious syrup and finished imitation he had on hand down the sewer drain. As soon as he had made up the new batch he loaded his delivery trucks and called on his retail customers. We accompanied him. He took over the imitations that he had sold them, emptied the bottles into the gutters and then gave them genuine Green River in exchange. Just before the curtain fell on the last act of this little drama, he ordered a good size stock of syrup from us—enough to last him for some time—and tendered us his certified check in payment. I think he is cured—permanently.

Sometimes, the quickest way to get results is to go to court and make an example of an offender. It is expensive to go through with litigation but the money is not wasted when it is necessary to sound a warning to a considerable number of manufacturers, jobbers and dealers. An injunction granted in one individual case does not help much beyond holding up the offender for the guidance of others. We have obtained several injunctions from State and Federal courts simply to show the trade that it is risky to fool with substitutes. Getting the injunction is not especially difficult. We don't go into court unless we have conclusive evidence. Our investigators do not try to trap anyone. As a rule, they check back on dealers to find out whether they are serving imitations through ignorance or design. We make it our business to keep our hands clean, our

purpose being only to indicate very plainly to the person who may be tempted to play with substitutes what we can do in court and what we have done. The injunctions granted us are advertised in full-page space in twenty-five business papers which circulate among beverage interests.

Where most of the opportunity for correction lies is with the dealer who is not inherently dishonest but who can't resist the temptation to go after all the profit that he thinks the traffic will bear. He is not yet convinced that the surest way to profits is through volume sales of quality merchandise for which the manufacturer has built up a demand. Manufacturers must keep constantly at the task of educating their trade on the relation of advertised products to volume sales. At the same time, they need to make it plain that they are able and ready to smash hard against the inveterate substitutor.

Very often, we have found, the substitutor can be turned into a profitable sales outlet. The manufacturer's aim should be to convert him rather than merely make him stop his harmful practices. Sometimes, the conversion can be brought about by talking things over and giving him an elementary lesson or two in merchandising. Sometimes, a little more pressure is necessary. Occasionally, when the substitutor won't be decent, the only way to deal with him is to be just as rough as he wants to be. Finally, there are the courts. The injunction is important and when it is advertised it undoubtedly keeps many would-be imitators from leaving the straight and narrow. Obtain it only when there is absolutely nothing else to do.

Our experience has convinced me that sitting down with the offender and talking things over will do more for sales than running to court. Many a substitutor finds that he can sell so much more of the original advertised product than the imitation that he won't be tempted to cheat after he has once given decent merchandising a try-out.



## Selling Men's Clothing and Furnishings in PHILADELPHIA

Philadelphia, having the third largest population in the United States, is a very important market for the maker of men's clothing, underwear, furnishings, shoes, hats, etc.

Philadelphia has been very prosperous this year and holiday buying of wearing apparel on the part of its men and boys will be very big.

Naturally, the big sales will go to those manufacturers who educate the buying public regarding their brands of apparel.

What local advertisers do is probably the best guide to national advertisers in sizing up the situation in any city. Nearly every Philadelphia retail merchant that advertises uses *The Bulletin*. Follow him, he knows!

*Send for a free copy of THE BULLETIN ROUTE LIST OF MEN'S WEAR DEALERS IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen when calling on the trade.*

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



**520,072** copies  
a day


Average daily net paid circulation for the six months ending September 30, 1925.

The circulation of the *Philadelphia Bulletin* is the largest in Philadelphia and is one of the largest in the United States.

New York—247 Park Avenue (Park-Lexington Building)  
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard  
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard  
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street  
Kansas City, Mo.—C. J. Edelmänn, Verree & Conklin, Inc., 1100 Davidson Bldg.

(Copyright 1925—Bulletin Company)

# ONE MAN vs S

HEN a representative of this newspaper sextette walks into the office of a space buyer he gives FULL VALUE for every moment of time that he takes up.

It is a case of ONE MAN equipped with facts and figures on SIX major markets and six newspapers instead

**BOSTON AMERICAN  
CHICAGO EVENING AMERICAN  
DETROIT TIMES**

W

# SIX MEN

of six men with six selling talks.

This standardized service, representing centralized and up-to-the-minute information, saves time for the space buyer and simplifies the matter of mediae selection in six highly responsive markets.

---

<b>EASTERN OFFICE</b>	<b>WESTERN OFFICE</b>	<b>NEW ENGLAND OFFICE</b>
9 E. 40th St.	Hearst Building	5 Winthrop Square
New York	Chicago	Boston
R. E. BOONE	H. A. KOEHLER	S. B. CHITTENDEN

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**ROCHESTER JOURNAL**  
**SYRACUSE TELEGRAM**  
**WISCONSIN NEWS (MILWAUKEE)**

# Why "73% Rural" Means a Lot to You

It means that in Oklahoma more than 7 out of every 10 people are rural folks. And in the light of comparison—wealth vs. per cent of rural population—it means that Oklahoma is today one of the best farm markets in America!

STATE	1924	
	CROP VALUES (U. S. Gov.)	% RURAL (1920 census)
Mississippi .....	\$223,024,000	86.6
North Dakota...	347,515,000	86.4
South Dakota...	238,916,000	84.0
Arkansas .....	241,636,000	83.4
South Carolina...	176,728,000	82.5
New Mexico....	38,544,000	82.0
North Carolina...	320,485,000	80.8
Nevada .....	9,333,000	80.3
Alabama .....	243,994,000	78.3
Georgia .....	263,090,000	74.9
West Virginia..	75,348,000	74.8
Tennessee .....	230,333,000	73.9
Kentucky .....	232,412,000	73.8
Oklahoma .....	427,934,000	73.4
Texas .....	920,081,000	67.6
Kansas .....	453,924,000	65.1
Iowa .....	531,136,000	63.6
Illinois .....	554,108,000	32.1

## Note

—those States with a larger per cent of rural population than Oklahoma ranked much lower in 1924 farm wealth.

## Here

—are the 5 States richest in 1924 farm crops. Oklahoma takes a clear first place in per cent rural.

In Oklahoma more of the total population are receiving the benefit of farm prosperity than in any of the other States ranking highest in 1924 farm wealth. This is true because Oklahoma is the greatest of those States in per cent of rural population. To get volume sales in Oklahoma you must get farm sales—and that is possible only through the Oklahoma Farmer-Stockman, the State's only farm paper.

**Carl Williams**  
Editor

## The OKLAHOMA FARMER-STOCKMAN

Oklahoma City

**Ralph Miller**  
Adm. Mgr.

E. KATZ SPECIAL ADV. AGENCY: New York, Chicago, Kansas City, Atlanta, San Francisco, Detroit

# The Star Salesman Comes to the Rescue

How He Can Help Young Men Up the Ladder of Achievement

By a New York Sales Manager

IT is the exception rather than the rule that finds even the most promising of junior salesmen rising steadily upward without conflict with personalities or circumstances.

While in the upward climb the sales manager, first by his selection of the man for the job and the job for the man, and then by earnest training, can help immeasurably. Yet the dark moment of despondency in every junior salesman's career may baffle the sales manager even when he longs to be of real service.

Indeed, perhaps the sensitive junior salesman sinks to the greatest depths of despondency when he feels, rightly or wrongly, that he has been unjustly criticized by the sales manager. Perhaps it is in these moments that he leans heaviest on the star salesman in whose territory he is working.

Entirely rightly, he credits the star salesman with a type of knowledge which no sales manager can possess to the same extent. While he may regard the sales manager's knowledge and position with every respect, he cannot but feel, regardless of the manager's past experience in road selling, that the star salesman is of his own generation (regardless of his years). And he is sound in his belief that the star salesman comprehends his particular difficulties in overcoming current sales obstacles on a man-to-man basis.

Recently, one of our most promising youngsters, sensitive to a degree if not to a fault, felt that a combination of poor sales and a letter pointing to an invasion of another man's territory were the last straws. While he wrote personally to me, the real revelation of his problems, or rather of his combination of problems, was received in a personal letter to our star salesman, Tom Morton.

Because Tom Morton's letter has been considered a classic by those who have read it and have known something of the circumstances, although not of the personalities involved, I have been urged to share it with the readers of *PRINTERS' INK*. Because the urging came from men who felt that it would lead to an even more sympathetic co-operation with the struggling junior salesman of merit, and would, perhaps, help many such junior salesmen to rise from the depths of despondency, I secured Tom Morton's permission to publish it as written merely with changes of names and places. Here it is:

"Dear Jack:

"August 18, 1925.

"Your long letter from Smithtown reached me today. Needless to say, I am sorry you are feeling so discouraged, and sincerely hope you have recovered and are again hitting the ball.

"When all is considered, your relative standing is not so bad. The dope to July 18 follows:

Jones	\$31,514.00
Smith	30,788.00
Robinson	30,748.00
Green	30,401.00
Brown	30,129.00

"Peters, of course, leads all the junior salesmen by nearly three times the best figure of anyone else. All other men are nearly \$2,000 less than these figures for the five shown.

"Let me again correct an impression that you and Art persist in holding, and this that Peters got you fired 'out of Ohio.' The man that got you out of Ohio was your friend, Jack; no one else had anything to do with the job. You and Art sealed your own Ohio casket without the aid of any other agency and there is no use in kidding yourself that the other fellow schemed to your undoing. I, per-

sonally, had far more to do with your being taken out of Ohio than Peters ever can have if he stays with us a thousand years. If you feel you can justly blame anyone for your being taken out of Ohio, blame me, for in this you can actually find real reason; in the old idea there is not a spark of sense.

"Peters stands where he does today because he has applied himself and worked. You know, because you know under what a handicap he has made good. Don't for a moment get the idea that he has had it easier than you have. The other fellow's grass always will look the greenest. You say that you wish you had the State of .... if you couldn't have Ohio. That State this year from Brownberg to the river, has no crops—no rain since April, with corn burned like leaves in October, when I saw the fields in June. Last week rain fell in the central part, but none has fallen south of Jonesville since April.

"Regardless of conditions which you have never had to face anywhere, Peters had beat yours and Art's best by over 40 per cent. He would have trimmed you by 100 per cent had he had an even break, and this right in your own stamping ground you had made for three years and with the benefit of knowing all your trade which he did not have.

"All this is not said to discourage you, but with the idea of your giving the devil his due and placing all blame for not having Ohio where it belongs.

"Now for Arkansas. I have seen weeks and months in the early stages of my travels in the South and elsewhere when it was impossible for me to sell in the big cities much more than you are now selling in the small towns. We were unknown. Jobbers laughed at me. Out total business in Dallas, Tex., was \$785 for a whole year when it was willed to me. The sweet part of this was the largest account who bought \$345 of ours had decided to cut our line out as they could get along without it when I got there on my first visit.

Last year, 1924, we sold in Dallas, Tex., \$42,000. The year 1925 will increase this figure by 10 per cent.

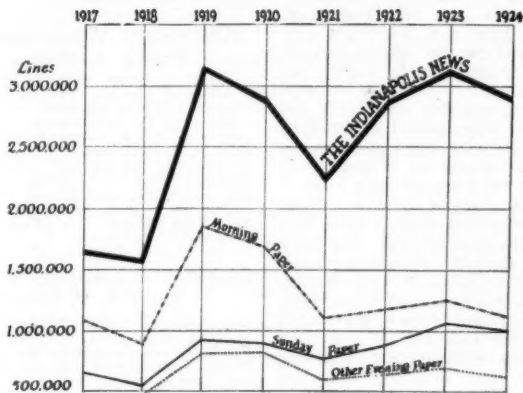
"I refer to Dallas because you know of the city. The balance of the South was in worse shape, if anything. I left a New England territory to take this 'chance to make a showing.' We were as strong in New England then as we are in Texas now. Had I figured the way you are making dope now I should have told the house that I was all through with the South after my first trip, when yellow fever finally drove me out of there as a climax to the toughest sledding any man could draw in those days. I had about a thousand more reasons to quit than you have. I was getting about half your salary with a family of two to support. Had I thrown up my hands and taken the licking I got without a come-back, as you are willing to do in the case of Arkansas, I would have lost a chance of a lifetime and likely become a dead one from then on for the balance of my life.

#### HE WANTED TO QUIT

"I don't mind telling you I wanted to quit. The yellow was running out of my boot-tops. The desire to say 'to hell with the whole business' was the strongest one I had. I sat down and figured it all out and in the end concluded that the other fellow was no better nor bigger than I. In fact, when I came to think it all over he wasn't half as good. The only thing he had on me was a better curling mustache and fifteen years more experience. After three years he shaved off the mustache to make himself look more my age—but that's another story.

"I stuck and made up my mind that I would make the whole darn mess eat out of my hand or get fired trying; for to quit meant worse, because it meant admitting I was a failure. The house would have lost faith in me and I would have lost respect and more faith in myself. Your job is not in danger so long as you do your all; but if you quit Arkansas under fire you are not worth a plugged

## National Display Advertising



**T**HE more thorough and complete the examination of the newspaper situation in Indianapolis, the more certain is the selection of The Indianapolis News exclusively.

Compare on the chart the margin of leadership in national advertising held by The Indianapolis News in 1917 with the margin for the year of 1924! The chart proves that the trend of national advertising in Indianapolis is towards the still more general use of The News exclusively. The list of News exclusive national accounts reads like a "Blue Book" of famous products.

## The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office  
DAN A. CARROLL  
110 E. 42nd St.

Chicago Office  
J. E. LUTZ  
The Tower Building

dime to yourself, even of we did continue to think differently.

"You and Art have had it too easy in Ohio. What you are getting now will make or break you. There is no chance of its breaking you if you have real stuff. If you have not, you can't ever get anywhere. So take a look at the river and decide you're not web-footed.

"I must end this letter, Jack, because I have put in about four hours on it now. My last word is—make a success of Arkansas; if not for the company why make it for Jack, for the good it will do him in the long years of life that are still ahead of him. You have every natural advantage—looks, personality and brains. Set them to work for you, cash in on them. Keep smiling (since you can't laugh like Peters). If you can't sell them, make them feel so bad because they like you that you will be sure to get that order next year when you have busted your heart trying to get this.

"You have worked hard, all right; work twice as hard. The house is behind you. We are all rooting for you. Now go to it and give them hell in Arkansas. Here is a little thing from Kipling:

If you can fill the unforgiving minute  
With sixty seconds worth of distance  
run;  
Yours is the Earth and everything in  
it,  
And—what's more—you'll be a Man,  
my son.

"With kindest from Alice and myself, and the hope that this may have aided in bracing and consoling you, I am

"Yours,  
"Tom."

It is entirely possible that under slightly different conditions some sales manager might be in a position to write almost this identical letter for just as worthy a purpose. It is my sincere hope that publication of this letter in PRINTERS' INK will save some worthwhile youngster from a whole lot of unnecessary suffering.

Because I am sensitive myself, I know that even mature men facing conditions which seem to be be-

yond their control can suffer far more from mental anguish than from the most severe of physical tortures. Please don't read this article and plan to remember it. Save it and use it.

### Montgomery Ward Appoints Russell A. Brown

Russell A. Brown, formerly first vice-president of The Standard Corporation, Chicago, has been appointed advertising manager of the retail stores of Montgomery Ward & Company. He will have his headquarters at Chicago. Mr. Brown was advertising manager of Marshall Field & Company, Chicago, and advertising manager of Lord & Taylor, New York, before joining the New York office of The Standard Corporation.

### Armour and Company Appoint Kenneth Warden

Kenneth Warden has resigned as advertising manager of the Lever Brothers Company, Cambridge, Mass., Lux, Rinso, Lifebuoy, etc., to become general manager of the soap department of Armour and Company, Chicago. Mr. Warden joined the Lever company about four years ago as associate advertising manager. He had previously been with The George L. Dyer Company at New York.

### United Hotels Account with Richard A. Foley

The United Hotels Company of America, New York, and the American Hotels Corporation, with which it is affiliated, have appointed the New York office of The Richard A. Foley Advertising Agency, Inc., as its advertising counsel. A campaign in magazines is being planned for 1926. The United company operates a chain of twenty-three hotels and the American company controls fifteen hotels.

### Kuppenheimer Appoints H. M. McCargar

H. M. McCargar has been appointed advertising manager of B. Kuppenheimer & Company, Inc., Chicago clothing manufacturer. He has been with the advertising department of the company for the last seven years, engaged in dealer promotion work. Previous to that he was with the advertising department of the Armstrong Cork & Insulation Company, Pittsburgh.

### Water Heater Account for Buffalo Agency

The Niagara Water Heater Company, Buffalo, maker of the Birtch indirect heater, has appointed the Finley H. Greene Advertising Agency, of that city, to direct its advertising account. Business papers will be used at first. Later, newspapers also will be used.



"The time to break into specifications is before they are written"

—says Marsh K. Powers  
in "Advertising & Selling Fortnightly"

**S**PRING BUILDING specifications are OK'd in January. It's in January—months before spring-building begins—that people make up their minds about structural materials, hardware, roofing, electrical goods, plumbing, heating, and refrigerating plants, trim and the other essentials for their new homes. In January, they make up their minds, consult their architects, specify brands, place orders.

*Break into next Spring's building specifications by beginning your campaign for 1926 with the*

## Annual Building Number of HOUSE & GARDEN

*Forms close November 20th*

# 635,805

Average daily net paid circulation of the

**NEW YORK JOURNAL**

For the Six Months Ending September 30th, 1925

Evening Journal Exceeds Evening World . . .	by 323,872 Copies Daily
Evening Journal Exceeds Evening Sun . . .	by 379,571 Copies Daily
Evening Journal Exceeds Evening Telegram by	436,239 Copies Daily
Evening Journal Exceeds Evening Post . . .	by 603,390 Copies Daily

NEW YORK EVENING JOURNAL 635,805 Which Exceeds the Evening World and Evening Sun

Evening Journal Exceeds Evening Telegram by 430,237 Copies Daily  
Evening Journal Exceeds Evening Post . . by 603,390 Copies Daily

NEW YORK EVENING JOURNAL--635,805 Which Exceeds the Eve. World and Sun Combined

EVENING WORLD---311,933

SUN-----256,234

TELEGRAM--199,566

POST 32,415

The Average Daily Net Paid Circulation of  
the Evening Journal for September was

**677,199 Copies a Day**—and at 3c a copy

# Who gets O the business~

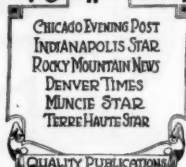


## IN PROSPEROUS INDIANA?

*The Indianapolis Star*  
is the only Indianapolis  
newspaper which showed  
an advertising gain in 1924  
as compared with 1923.

**I**NDIANA is harvesting a bumper corn crop. Best coverage in rural Indiana is obtained through the Indianapolis Star, The Muncie Star and the Terre Haute Star, leaders in rural circulation and sold in combination.

**The Shaffer Group**



CHICAGO EVENING POST  
INDIANAPOLIS STAR  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

**KELLY-SMITH COMPANY**  
Marbridge Bldg., New York  
Lytton Bldg., Chicago.

**GRAVURE SERVICE CORPORATION**  
25 W. 43d St., New York City

# THE INDIANAPOLIS STAR

*Always First—Always Fair—Always Complete*

# How to Make the Dealer's Window Produce More Sales

The Convention of the Window Display Advertising Association Gave Considerable Attention to This Subject

GIVE the 2,000,000 windows of the country's 1,000,000 retailers the time and thought commensurate with their true importance as an advertising and selling medium. The advertiser who will do this will find himself amply repaid. These thoughts were at the core of every paper and of all discussion at the second convention of the Window Display Advertising Association, held at Chicago last week. More than 200 advertisers, producers of window and store advertising material, and advertising agencies attended the convention sessions.

For three days advertisers, producers of displays and others present exchanged views, experiences and ideas, and out of the mass of pooled opinion the following conclusions were reached:

1. Too many national advertisers have never taken the trouble to find out what dealers want for window and store display purposes.

2. Taking them by and large, retailers themselves have not appraised their windows at anything like their true value as direct aids to selling.

3. Much of the huge waste that has handicapped the retailer's window as an advertising and selling medium can be avoided in the future.

4. Data concerning the use of windows by advertisers need to be gathered, classified and studied as they have been in the cases of the other mediums of advertising.

In Waukegan, Ill., the Burke Hardware Company does an annual business of a little over \$200,000. A young chap named Carl Haecker directs what advertising the store does. He also has charge of store and window display. At the convention last week he told PRINTERS' INK that recently he bundled up and sold as junk 450 pounds of window cutouts, cards and other display material

sent him by national advertisers for his use. Sometimes these window and store trims came to him at his request, he said. Often he received them without asking for them. None of them got into the windows.

"We have two windows," he said. "Each window is cleaned out and changed once a week. That means 104 displays a year (plenty of chance for most of the advertisers whose merchandise we stock), and you can put it down as fact when I say that we are always anxious to get hold of good window-trim material. The trouble is that most displays are too big. Another thing that's wrong is that the displays sent us show just the article being advertised without showing it in use. Manufacturers don't make it a point to build their displays to show the actual convenience of the merchandise.

"Many times the manufacturer of an item that sells for only a few cents will send us a display that, if we put it in, would monopolize the entire window. He is so keen to push his own product he forgets entirely that we have a point of view of our own. We don't depend on any one item. We have to sell several hundred items. Too much cardboard and too little common sense are the things back of that sale I made of 450 pounds of window-display material to the junk man."

The Chicago convention showed conclusively that advertisers are setting a new valuation on the windows of the retailer. That there is a huge waste in material which is never used or which is used only once when it might be profitably used a number of times, these advertisers recognize. In fact, overcoming that waste stands out, at the present time, as their chief problem in this particular field of advertising.

No one is prepared to suggest

any all-inclusive answer to the manufacturer's question: "What kind of display can we get that the dealer will surely use?" So far as there is a trend, they say, it indicates that the smaller type of dealer insists on display material for his store and for his window that puts all its emphasis on selling. The big store has different ideas concerning its windows. Where the small retailer's interest is centered in selling merchandise, the larger store is thinking about selling itself as an institution. It demands beauty in its windows, and apparently it does not plan to use material of which the dominating feature is the name of some manufacturer or his product.

Frederick L. Wertz, secretary-treasurer of the Window Display Advertising Association, urged, in his annual report, that the association work along the following lines in 1926:

1. Investigate window display installation services. Seventy-five per cent of the inquiries now coming to the association concern themselves with the rating and classification of such services.

2. Investigate methods of transporting and distributing materials through the use of parcel post, freight, warehouses, etc.

3. Investigate the conditions surrounding the transportation, distribution, use of and tariffs on window-display material in Canada.

4. Send questionnaires to retailers on subjects proposed by national advertisers and advertising agencies.

5. Send questionnaires to producers of display materials, advertising agencies, etc., on cutting down wastes.

6. Start a campaign of education to reach retailers at their conventions and through the business press. Furnish colleges that give courses in advertising with suitable data on window display.

7. Have each member of the association make known on all display material and dealer helps the fact that he is a member of the Window Display Advertising Association.

The "Thank You" policy and the window displays of the United

Cigar Stores have been two important factors in the success of that company, David Meyer, Superintendent of Windows in Chicago, told the convention. Mr. Meyer said that the cost of materials used and the labor involved in installing window displays amounts to about 4 per cent of the company's sales.

Dudley Crafts Watson, of the Chicago Art Institute, pointed out that the space in the window that is valuable to the advertiser runs from the floor of the window in front to that point in the back of the window that rises two feet above the eye of the looker. The human eye doesn't like to look more than two feet above its own level. Use the rest of the window for great masses and sweeps of color. Don't waste this, but use it for rest spaces above the level of the eye. The spot of white is one of the hardest details for an artist to handle in a painting. It is the same in a window. A white spot such as a card may spoil an entire effect. If you use the card, make it dark. Use your lights more preciously to avoid glare and to make your windows more jewel-like. The public has become elevated in taste astoundingly in the last few years, and that elevation is still going on.

Other speakers pointed out in detail some of the vital spots in getting the window display to the dealer and getting it to work for him. Ray Sutcliffe, of the McGraw-Hill Company, urged manufacturers selling electrical goods through retailers always to sell dealers on the display idea in advance of shipping them window trims. He said that numerous investigations had convinced him that the manufacturer should try to get the retailer to say definitely just when a display will be used. Thomas C. Costello, of Armour and Company's advertising department, said that his company had dealer service men who stood ready to help the retailer and to instruct the company's salesmen. Armour, however, regards the salesman as the logical one to sell the dealer on display and to distribute window and store trim and to see that it is put to good use. The secret of



# HARPER'S BAZAR

*Announces*  
*the appointment of*  
**J. SHERWOOD SMITH**  
*as*  
*Advertising Manager*



**MR. SMITH** will also continue as Director of the Trade Service of Harper's Bazar with a general supervision of that department's various activities

**FREDERIC N. DRAKE**  
*Business Manager*



getting real co-operation in this, Mr. Costello said, lies in making the display material so interesting and attractive that salesmen like to handle it. They won't like it if it is bulky and heavy. His talk is given in greater detail elsewhere in this issue. Rivers Peterson, editor of *Hardware Retailer*, gave it as his opinion that advertisers must give the dealer a simple and complete set of A B C instructions concerning the use and value of his windows, always stressing the point that window displays sent him are planned to help him sell more goods.

Forty-three new members of the association were announced by P. W. Murphy, of Fuller & Smith, Cleveland. These new members fall into the following classes: national advertising, 13; advertising agencies, 14; producers of displays, 12; window display installation services, 2; publisher, 1; miscellaneous, 1.

The new officers who will direct the association during the ensuing year are: President, Joseph M. Kraus, advertising manager, A. Stein & Company, Chicago; Vice-president, F. C. Kenyon, Jr., Congoleum-Nairn, Inc., New York, and Secretary-Treasurer, Frederick L. Wertz, New York.

The following were elected members of the Board of Trustees: Edwin L. Andrew, Westinghouse E. & M. Company, Mansfield, Ohio; J. P. Roche, McJunkin Advertising Company, Chicago; Lee H. Bristol, Bristol-Myers Company, New York; John Moore, Pro-phy-lac-tic Brush Company, Florence Mass., and C. T. Fairbanks, Edwards & Deutsch, Chicago.

### New Accounts for Los Angeles Agency

The Samson Tire & Rubber Corporation, Los Angeles, will conduct an advertising campaign which will cover the Pacific Coast and the Middle West. Newspapers and business papers will be used. Smith & Ferris, advertising agency, also of Los Angeles have been appointed to direct this campaign. The National Land Insurance Company, Los Angeles, has also placed its advertising account with this agency.

### New Record for Firestone Sales

With eleven months of its fiscal year passed, sales of the Firestone Tire & Rubber Company, Akron, Ohio, have exceeded \$100,000,000, compared with \$85,610,004 in 1924, and \$77,583,149 in 1923. On the basis of the business in the past eleven months, it is expected that sales for the fiscal year ending in October will surpass the record year of 1920, when the volume was \$115,000,000.

### Holland to Head Kansas City Chamber of Commerce

Lou E. Holland, head of the Holland Engraving Company, Kansas City, and vice-president of *Success*, has been elected president of the Kansas City Chamber of Commerce. He will be installed in office at the annual meeting of the chamber on October 20. During the last year, Mr. Holland has been vice-president and treasurer of the industrial department of the chamber.

### New Accounts for William H. Denney Agency

The Hotel Bermudiana, Hamilton, Bermuda, has appointed The William H. Denney Company, Inc., New York advertising agency, to direct its advertising account. Newspapers and magazines will be used.

The Nathan Novelty Manufacturing Company, New York, automobile accessories, also has placed its advertising account with this agency. Trade papers and magazines will be used.

### L. H. Sebbes with Reincke-Ellis Company

L. H. Sebbes has joined the Reincke-Ellis Company, Chicago advertising agency, as an account executive. For the last four years he has been with the Class Journal Company, Philadelphia, and since the merger with the Chilton Company had been editor of the "Automobile Trade Directory" and the "Chilton Automobile Directory."

### General Motors Advertises New Car

A teaser campaign has been started on a new automobile, as yet unnamed, to be manufactured by the Oakland Motor Car Company, a division of the General Motors Corporation. The Campbell-Ewald Company, Detroit advertising agency, is directing this advertising.

### Tampa "Telegraph" Appoints Katz Agency

The Tampa, Fla., *Telegraph*, has appointed the E. Katz Special Advertising Agency, as its national advertising representative.



# Who Are the 17,000,000 ?



**T**HERE are 17,000,000 passenger cars in the United States; there are 17,000,000 corporate stockholders in the United States.

This is in the America of today, here and now—not in the America of "yesterday."

Doesn't this give you some idea of the vastness of the market you must now reach if you have something to sell that is within the means of the average family?

Three-quarters of everything advertised in all the magazines should be in the average American home.

Out of this mass of 17,000,000 car owners and stockholders there is a "Necessary Two Million+"—necessary, if you are to cover adequately the market that belongs to you—necessary now more than ever in these piping times of peace.

This is the TRUE STORY

two million, increasing by leaps and bounds.

2,500,000 is the print order for the December issue.

Have you ever before seen anything like this growth in any magazine selling for a quarter?

The reason may be stated plainly and simply—here is a magazine that America needs and wants and for which it is willing to pay a half a million dollars a month.

# True Story

*"The Necessary Two Million +"*

**"GREATEST COVERAGE—LOWEST COST"**

## Double the number

You feel reasonably secure when, in New York or Seattle, you drop a letter in the mail addressed to Baltimore, Md.

You know that Baltimore is a city of close onto 800,000; and you feel sure that Baltimore is ably and efficiently served by a large corps of letter-carriers.

To be exact, Baltimore's postoffices employ 589 regular letter carriers.

Suppose we double that 589—what have you? 1178.

Well, that 1178 is within 100 of the number of carriers who are every day employed in the delivery of the Sunpapers through the length and breadth of Baltimore's 97 square miles.

Just double the number of letter carriers in Baltimore and you have a

## of postmen—

fair idea of the thoroughness with which the exclusive Sun Carrier Organization covers the homes of Baltimore and suburbs.

For the Sunpapers are home papers, read from front page to back, at home, leisurely, carefully—

And that explains, in part, the immediate and gratifying response called forth by advertising in the Sunpapers.

Average Net Paid Circulation for 6 Months  
Ending September 30, 1925

**Daily (M & E) 239,198**  
**Sunday - - - 183,814**

*Everything in Baltimore Revolves Around*

**THE**

**MORNING**



**EVENING**

**SUN**

**SUNDAY**

JOHN B. WOODWARD  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

GUY S. OSBORN  
360 N. Michigan Ave.  
Chicago

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**BALTIMOREANS DON'T SAY "NEWSPAPER"**  
**—THEY SAY "SUNPAPER"**



## *Get Your Share / from Western Missouri!*

**Over \$300,000,000 cash farm  
income by Missouri farmers  
this year!**

**H**ERE is definite buying power  
of Journal-Post readers in Mis-  
souri alone. Based on figures from  
Bureau of Labor.

*(Circulation by counties on request)*

**Sell in the "Show-Me" State Through the**

# **Kansas City Journal-Post**

**VERREE & CONKLIN**

*New York*

*Chicago*

*Kansas City*

*Detroit*

*San Francisco*

# Is There a One Best Time to Start Advertising?

The Cincinnati Electric Club Has an Interesting Answer to That Question

By Harry Merrill Hitchcock

Of The Union Gas & Electric Company

**W**HEN is an organization ready for advertising? What is the combination of circumstances which must be waited for, before it is profitable to begin an advertising campaign? Is there a one best time to begin advertising?

Many would-be advertisers ask these questions. This is how the Cincinnati Electric Club answered them.

When advertising was first suggested, certain people claimed that the Cincinnati Electric Club wasn't strongly enough organized to undertake a co-operative selling campaign for better store lighting. They said that other and more thoroughly organized electric clubs and electric leagues had tried to carry through such campaigns and had failed lamentably.

They said that the summer, with daylight-saving in force, was the poorest possible time to sell the idea of better artificial light. They said that retail business in Cincinnati was even poorer than usual this summer, which meant that you couldn't hope to get any Cincinnati merchants to buy anything that cost money and didn't bring in an immediate and visible return.

They said that we were having the worst early summer hot spell in years, and that nobody would turn out in such wilting weather for committee meetings or salesmen's meetings, and that salesmen, in such weather, would never live up to the schedule of calls that had been laid out for them. And then they said the salesmen available, all men who had been selling electrical apparatus of all kinds, weren't equipped to sell a thing as intangible as better lighting.

Of course, they said a great deal more than this. But this is

enough to give you an idea of the kind of thing the Club's Store Lighting Committee was up against, and in the face of which it decided to go ahead. And now for a look at the results.

In nine weeks, salesmen repre-

**The Attraction and Sales Power of Your Store Windows Doubled**

No doubt you are paying a high store rent which is determined largely by the number of people that pass your location. But out of the great throngs that do go by, only those that look in your windows can be called potential buyers.

No factor does more to attract attention than good lighting. Are your windows properly lighted? Do they show the merchandise as they should? One of our Lighting Engineers will answer these questions for you.

The champion is published by  
**The Union Gas & Electric Co.**  
As its members in the  
Store Lighting Committee of the  
**Cincinnati Electric Club**

THIS COPY CREATED BUSINESS DESPITE WARNINGS THAT THE TIME WAS NOT RIFE

senting the Cincinnati Electric Club, specially detailed for the purpose by member firms, made 4,264 calls on a prospect list of 4,266 names. The other two merchants had gone out of business between the time the list was compiled and the time they were due to be called upon.

These 4,264 calls resulted in the sale of 5,029 new lighting fixtures to 190 different merchants, besides eighty-three trial installations,

practically all of which have since become completed sales. Furthermore, 600 other firms called upon manifested sufficient definite interest in the idea of better lighting, to make it practically certain that most, if not all, of them will be sold before the end of the year.

You must understand that this was not merely a nine-week campaign, at the termination of which the business of selling better lighting to Cincinnati merchants was to be permitted to lapse into its former state of somnolence. The plan contemplated nine weeks of intensive effort, under the direct supervision of the Club committee, for the purpose of showing what could be done and getting the business of light selling well on the map, but now that it is started, it never will stop so long as there is a single store in Cincinnati with lighting that falls short of modern scientific standards.

As the members of the Club committee view it, the results of the first nine weeks were remarkable, not merely as a demonstration of actual co-operative selling results, but in the possibilities they revealed for the future. In fact, the same methods that proved themselves so well in selling store lighting are already being applied to selling factory lighting in the Cincinnati district, and while it is still early to speak of the results, the prospects are highly pleasing. And if lighting can be sold in this way, why not almost anything else?

When the co-operative selling plan for store lighting was first taken up by the Cincinnati Electric Club, that organization was very similar, in its scheme of operation and aims, to scores of other electric clubs and electric leagues in the larger cities everywhere in the United States. Its membership was and is drawn from the ranks of electrical contractors, dealers, jobbers, and manufacturers' representatives, with the local electric light and power company—the Union Gas & Electric Company—contributing more largely than any other individual firm to its support.

It was what is known as a "Class B" organization; that is, it had no paid, full-time staff, all its activities being carried on entirely by volunteer workers among its members.

The men forming the better lighting campaign committee believed that several things could be accomplished, among which the sale of a lot of lighting fixtures was only one. Some of the others were:

The demonstration that a much better market existed for modern lighting equipment among Cincinnati merchants than most people had believed.

The strengthening of the Club as a marketing force in the industry, through a convincing demonstration of what co-operative effort could achieve.

The training of a group of salesmen to sell lighting, and later, other uses of electrical equipment, on a high plane of community service.

#### EVERYTHING PLANNED AHEAD

It was decided that the first thing to be done was to plan the whole thing carefully in every detail. Not a single salesman was sent out to make a call; not a single letter was mailed to a prospect; not a single advertisement was published, until everybody having anything to do with the scheme knew exactly what he was to do, and how, and why, and when. This was done, not only in committee meetings, but through individual instructions to each salesman.

Our company undertook the job of compiling and checking the list of prospects and also agreed to carry out the entire advertising part of the plan. This latter part consisted of a series of six printed circular letters and a carefully planned series of display advertisements in the Cincinnati newspapers. We also printed and distributed 10,000 attractive little stickers, carrying the campaign slogan, "Better Lighting—Better Business."

The mailing schedule for the six circular letters, and the publication schedule for the display ad-

# One Responsible Man

In many industrial plants (even some big ones) production processes are so simplified as to make extensive and highly departmentized engineering organizations unnecessary. Here you will find one man responsible for the entire power system—generation, transmission and utilization. He may be an executive, superintendent, chief engineer, master mechanic, mechanical engineer or production manager. But the chances are good that he's a reader of **POWER**. Editorially and in the advertising pages it affords him guidance for all of his activities.

To be sure he buys stokers, boilers, engines, valves, and other exclusively power-plant equipment. But he buys electrical, power transmission, heating and ventilating, refrigerating and miscellaneous equipment as well. Such as:

*Do you sell  
any of these  
products?*

AIR COOLERS	MOTORS
AIR WASHERS	PAINTS
AMMONIA	PIPE COILS
COMPRESSORS	PIPE THREADERS & CUTTERS
BELTING	PULLEYS
BRUSHES, CARBON	REFRIGERANTS
CEMENT	REFRIGERATING MACHINERY
CEMENT GUNS	SHAFTING
CHAIN DRIVES	SPEED TRANSFORMERS
CLAMSHELL BUCKETS	SWITCHBOARDS
CLUTCHES	TRANSFORMERS, ELECTRIC
CONTROLLERS, ELECTRIC	TRANSMISSION CABLE
DUST COLLECTORS	VENTILATING FANS
ELEVATORS	VENTILATORS
FLEXIBLE COUPLINGS	WELDING & CUTTING EQUIPMENT
FUSES	WELDING & CUTTING GASES
GEARS	ETC.
HEATING SYSTEMS	
INSTRUMENTS, ELECTRICAL	
LOCOMOTIVE CRANES	
METALS	

This doesn't mean that a reader of **POWER** buys the above equipment in every case. But there are enough cases to justify an already large and growing volume of advertising on the above products; and enough to justify a very serious study of **POWER'S** market, editorial policy and circulation with regard to your own product. We have the data to facilitate this study.

A. B. C.

**POWER**

A. B. P.

Tenth Ave. at 36th Street, New York

*A McGraw-Hill Publication*

vertisements, were dovetailed with considerable care. Both of them were made to co-ordinate with the calling schedule of the salesmen, so that each salesman, calling upon any particular prospect, would know exactly how far he had already been carried into the story by the letters he had so far received.

Each piece of copy, letter or display advertisement, had a single, basic idea behind it. That was, not to talk about fixtures, or electric light, or anything else foreign to the merchant's point of view; but to talk, from beginning to end, about the direct, cash value to the merchant, of proper store lighting. We told, in direct, simple language, just why good lighting brings business to a store and poor lighting drives it away. We never thought for one moment of what we had to sell, but only of what the merchant needed and should buy.

We knew the retail merchant is chiefly interested in sales; so we talked to him about how to increase sales. We knew he wanted to attract attention to his windows; so we showed him how light would help in that. We discussed lighting in connection with the arrangement of showcases. And as the campaign went on, we published drawings of actual stores which had improved their lighting at our suggestion.

The letters were printed on the letterhead of the Cincinnati Electric Club and the display advertisements were signed, "Published by the Union Gas & Electric Company as its contribution to the Better Lighting Campaign of the Cincinnati Electric Club." Both letters and advertisements carried the symbol and slogan, "Better Lighting—Better Business."

Meantime, every participating firm, according to the plan, reported in advance the number and the names of the salesmen it was detailing to take part in the campaign. These men were not merely called together for an inspiration meeting in advance of the campaign; they reported at the office of the chairman, every single morning during the entire nine

weeks, at 8.30 sharp, for a half hour of live discussion of the previous day's adventures and results, reports of progress, sales made and lessons learned through experience.

At the close of these meetings, each salesman was given a list of twelve prospects upon whom to call that day, and report upon the following morning. What is more, as the results show, they did it. There may be some people who will concede that to keep a group of salesmen, representing a number of different firms, making twelve actual calls a day continuously for nine weeks, is considerable of an achievement in itself. Two things accomplished that—organization and enthusiasm.

Looking back over those nine weeks of effort, and the weeks of less carefully supervised but none the less continuing effort that have succeeded them, three results have become visible.

In the first place, the city of Cincinnati, and its merchants in particular, have learned vastly more about the value and importance of good lighting, than they ever knew before. In the second place, every branch of the electric industry in Cincinnati has had about as convincing a demonstration of the value of co-operation effort and careful organization, as it would be possible to give; and there are plenty of signs that the industry has taken the lesson warmly to heart. The campaign undoubtedly gave useful impetus to a plan of re-organization now being carried out, by which the Cincinnati Electric Club becomes a "Class A" organization, with a full-time salaried staff.

In the third place, we now have, in Cincinnati, a group of young men who know how to sell lighting, who know they know how to sell, and are going to keep on selling it and other things useful as well.


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### Aetna Appoints Reimers & Osborn

The Aetna Insurance Company, Hartford, Conn., has placed its advertising account with Reimers & Osborn, Inc., New York advertising agency.



**"Brilliant"!**  
**"Unique"!**  
**"Forceful"!**

HESE are some of the comments coming from sales executives regarding the series of articles on the advertising of advertising now being published weekly in the Chicago Evening American.

If you are not receiving these articles, your name will gladly be added to the mailing list.

Address the Advertising Director.

**CHICAGO  AMERICAN**

*A good newspaper*



Every one of the more than  
*one hundred thousand names*  
in this cabinet represents an  
*Identified Elk*, dealer. Every  
one a part owner and reader of

# *The Elks* Magazine

The Largest Magazine for Men

850,000 *Identified* Circulation

50 East 42nd Street

New York City



2000  
Tobacconists

20,000  
Doctors

5000  
Haberdashers

3000  
Shoe Dealers

3500  
Hardware Dealers

2500  
Piano & Mus. Inst.

6500 Druggists

9000  
Furniture Dealers

1200  
Lumber Dealers

1600  
Undertakers

6000 Jewelers

7500  
Auto Dealers

*and*  
**44,000**  
General Merchants



## Long Swing Markets Make You Profit

It costs money to build trade territory. Advertisers want to know that stable income will insure buyers over a period of years.

Minnesota farmers made over 1,800 million dollars in the last five years. Minnesota, with only 2.2% of the national farm population, received 3.9% of the total farm income of the United States for the years 1921 to 1926.

It is the *regularity* of Minnesota farm income that causes so many far-seeing advertisers to use

**THE FARMER**

Webb Publishing Co.

Saint Paul, Minnesota

*The Northwest's Only Weekly Farm Paper*

Standard Farm Papers, Inc.,  
307 No. Michigan Ave.,  
Chicago, Ill.



Wallace C. Richardson, Inc.  
250 Park Avenue,  
New York

E. S. Townsend,  
547 Howard St.  
San Francisco, Calif.

**A Northwestern Institution Since 1882**

*Member Standard Farm Paper Unit*

# Salesmen Who Think Selling Is the World's Worst Job

There Are Many Such and They Require Special Treatment

By W. H. Heath

THERE has always persisted, in some circles, a sort of comic-paper estimate of salesmen. "Knights of the road" have formed the theme of more than one uproarious literary farce. And a certain group of salesmen foster this silly notion themselves by looking down on their profession.

The best handling of this situation I have ever witnessed developed during a talk with the head of an immense farm equipment enterprise in the Middle West. I had been invited to sit in during a get-together of all the important members of the organization and it came to me as a surprise to note that all salesmen then in the office were asked to participate. As the matters up for discussion bore no relation to the problems of the sales department, the incident was all the more unusual and inexplicable.

This executive later explained his ideas on the subject. Company salesmen, he said, were always permitted to be present at such gatherings. They were made much of. Even the cub could talk with the higher executives at any time, with no sense of embarrassment.

"Almost thirty-five years ago," explained the president, "the man who employed me and for whom I sold goods on the road, called me into his private office, and patted me on the shoulder. He told me that he looked upon the men who sold goods for him as perhaps the most vital, significant and important group of all. There could be no plant, no business, no prosperity, he said, if there were no salesmen. I never forgot that.

"The truth of it was paralleled by the broad spiritedness of the admission. And when I reached my present position, I put the same idea to work. It has worked mar-

vels in our sales department. We have the most loyal, the most enthusiastic crew you ever saw. I have absolutely no patience with any salesman who belittles his profession. We weed them out at the first possible moment."

In an interview with a buyer of important merchandise connected with a chain of hardware stores in the South, a young salesman began by apologizing for the visit. "Do you know," said he, "I almost invariably feel embarrassed when I have to bother a big man with samples and selling talk. Take yourself, for example: you have climbed to the very top. Small-league stuff can't interest you and you are busy all the while. It must make you rather weary to have salesmen come in here at all hours and take up your time with their conventional talk. Some day, I hope to get out of this game. I'd rather be the owner of a small store and keep my self-esteem than to be jumping around the country on dirty trains, sleeping at poor hotels and begging men for business."

## THE BUYER TELLS A STORY

For answer, the buyer fished through the drawer of his desk and brought out a faded photograph. It pictured seven men standing in front of a small manufacturing plant.

"See that chap in the front row, left?" declared the buyer. "That's me, many years ago. I was twenty-two when that was taken and I was a salesman. It was the happiest period of my life. I made friends that have lasted right on through. My knowledge of men and methods and human nature did not actually begin until I packed a few things in a grip and joined the Pullman car cruisers. Three of those seven

fellow-salesmen of mine are heads of large companies today. Salesmanship put them where they are. And you talk of selling as if it was something to apologize for at every breath. I don't mind saying that I am not in sympathy with that viewpoint."

Chauncey Depew was spending his usual vacation in Saint Augustine, Fla., one winter, when a young man stepped up to him in the plaza and, thrusting out his hand, said: "My name is Harvey Wood, Senator. I have always admired you and I want to meet you—please." It was informal, but sincerity shone in the chap's eager face. Mr. Depew was exceedingly democratic about it. He sat down on a bench and chatted with the stranger for a few minutes while his companion waited somewhat impatiently, at a distance.

When the impromptu interview was closed, and Mr. Depew and his acquaintance were strolling across the plaza, this friend remarked:

"Why do you bother with such impudent fellows as that, Senator? I know who he is: he's nothing but a young salesman for a candy house in Atlanta, Ga. He doesn't amount to a hill of beans."

"That is where you make a great mistake," was the reply. "I would rather shake hands with salesmen than Senators. This country wouldn't amount to much if there were no salesmen out gunning for business and prosperity. Every last man jack of us, actively engaged, is a salesman in a sense, but my heart goes out to the men who must rough it on the road. It takes a real hero to do it."

A sales manager, well known in the East, will not have a man in his organization who does not respect his profession, does not honor it and look up to it. In fact, he holds a series of talks, at which new salesmen are made to see the importance of their work, and their position in the economic scheme of things.

"I would rather have them bend over the other way," says he,

"than to crawl constantly when they are in the presence of the big men with whom they do business. I often feel that customers judge a house by the pride salesmen have in themselves and in their profession. About six months ago, I happened to be seated in the smoking and writing room of a hotel in Chattanooga. A half dozen salesmen from various houses were congregated there. I smoked and kept my ears open.

"It seemed to be the popular idea that selling was very much of a joke. Those chaps were lambasting their jobs and their duties. They felt it was not only the hardest kind of work, but the meanest. Every other profession in the world was legitimate. Selling meant kow-towing; it meant trains and doubt and uncertainty and the whims of buyers. It meant only tasks and obligations which were extraordinarily disagreeable.

"'I'm trying to get out of it as soon as I can,' remarked one man, and then it slowly developed that he was a member of the sales organization of our Southern office at New Orleans. I did not know him personally, of course.

"'What have you against selling?' I chipped in for the first time, and rather casually.

#### NO DOUBT ABOUT HIS FEELINGS

"'It's the worst job on earth,' was the answer. 'You work your head off to make money for somebody else. You have to humble yourself before every upstart on your list to get an order out of him. No matter what your record is, the home office never thinks you have done enough. If there is such a thing as a quota that is satisfactory to any house or any sales manager, I'd like to know what it is. Orders mean the only language they speak; more and still more orders. I'm sick of it.'"

"I was thoroughly incensed by this time, and it did not make things any easier for me to observe that the others agreed with him. I made my identity known. The face of our voluble friend grew crimson, when he realized that he was speaking to the gen-

# Detroit Realtors Prefer The News Also



**T**HE paper that leads in real estate advertising in a stable industrial, all the year round active community like Detroit is the paper that reaches the homes, for real estate advertising appeals only to the more settled and prosperous citizens of a community. That The Detroit News does reach this most desirable type of reader is evidenced not only by its leadership in every class of advertising directly devoted to selling goods, but it is further substantiated by its lead in real estate advertising. During the last half year The Detroit Sunday News led the second Sunday medium by 24,220 lines, and it is continually increasing its leadership.

The ability of The Sunday News to cover its field thoroughly and to reach the financially able citizens of the community is amply in evidence by reference to its leadership also in national and rotogravure advertising. A study of the Detroit Sunday field will prove resultful to every advertiser in this rich market.

## The Detroit News

*Greatest Circulation, Week Day and Sunday, in Michigan*

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eral sales manager of his own company. He tried to back out of it, tried to explain, tried to suggest that it was all 'just talk.' But I lectured him then and there, and I lectured the others, too. I made them see how unfair it was to the houses they represented, to talk openly in that spirit. It was not so much that they were traitors to themselves, as it was that they were not living up to the traditions of their calling and their individual firms.

"Salesmen are often misjudged by outsiders, because of just such unguarded moments as this. They have only themselves to blame if they are sometimes laughed at and berated. If they fail to honor their own profession, how can they expect others to take them seriously?"

"Later, I got that youngster aside and talked the situation over earnestly. If he did not like his work why did he continue in it? By what process of reasoning did he feel that selling goods was beneath him, even degrading?"

"And then it came out that it was mostly 'talk'; deep down in his heart he enjoyed selling goods, had selected it as a life work, and would rather be doing it than anything else. It was just a sort of habit, this practice of belittling the profession. I think I managed to change his viewpoint and to make him see the danger and the injustice of his method. He promised very faithfully to correct himself in the future.

"The neatest lesson I ever saw taught was given by the vice-president of our company, who was himself a salesman in the old days. He is a wealthy man and has every right to retire, for he has been a hard worker all his life. In a talk with a salesman, this representative admitted that he was 'sick of selling' and that it was 'no job for anybody.' Our vice-president went on the road for two weeks and covered that chap's territory for him. He insisted upon doing it, and he got a great deal of new business, by the way. The moral influence of the little expedition was immeasur-

able, as you can well imagine.

"No man can sell goods efficiently; no man can represent a house adequately, if he does not look up to his job, honor it, and realize its true importance."

### Got More Information Than He Expected

THE DRECHSLER-PEARD COMPANY  
BALTIMORE, MD., October 10, 1925.  
*Editor of PRINTERS' INK:*

I must write to tell you how much this organization appreciates what you are constantly doing for agencies and advertisers in the way of service. When I complimented you on "John Poole, Banker," and asked for some tear-sheets of similar articles, I did not hope for any such mass of valuable information as you so courteously supplied. If it is of interest to you, I fully expect to take a few days off in the very near future, take myself to the Pratt Library, and study every one of the three-score or so articles that you mention.

It is no doubt this willing and eager co-operation that your office is constantly maintaining that is making **PRINTERS' INK** the accepted authority on advertising and merchandising problems. If you have served others as you have served us, and if others are as grateful as we are, there is not a doubt in the world that you will live long and prosper.

THE DRECHSLER-PEARD COMPANY,  
*Joseph Leopold.*

### Palmer Pen Account with Hoyt Agency

The Palmer Pen Company, New York, has appointed the Charles W. Hoyt Company, Inc., advertising agency, to direct its advertising account. Magazines and dealer helps will be used.

The account of the Jones Brothers Company, Boston, monuments, also has been placed with the Hoyt agency. A campaign, which will soon start, calls for the use of magazines and trade papers.

### A. J. Amos with Crosby-Chicago Agency

A. J. Amos has joined the staff of Crosby-Chicago, Inc., advertising agency. He was for six years advertising and sales promotion manager of the Garford Motor Truck Company, Lima, Ohio. More recently he had been with the International Harvester Company.

### R. B. Huestis Returns to MacLean Company

Richard B. Huestis, until recently sales director of Soil Grow, New York, has returned to the MacLean Publishing Company, Toronto. He is in charge of its new publication, *Canadian Homes and Gardens*.



# "Lowest Inquiry Cost on the List"

IN a letter to the Federal Advertising Agency, Mr. John Bell, Secretary of the Spool Cotton Company, says:

The responses to our two full-page insertions in color in the Magazine Section of THE SUNDAY WORLD during the last fancy-work season were so satisfactory that we wish you to arrange a schedule for six pages during the fancy-work season of 1925-26.

It may interest you to know that the average cost per inquiry from our advertisements in THE SUNDAY WORLD MAGAZINE SECTION was lower than that of any other newspaper used last season.

Readers interested in using good cotton during the fancy-work season are substantial home-folks, and when you want quick and direct action in nearly 600,000 homes THE SUNDAY WORLD MAGAZINE offers a service of unique effectiveness.

**The  World**

*The Three-Cent Quality Medium  
of America's Greatest Market*

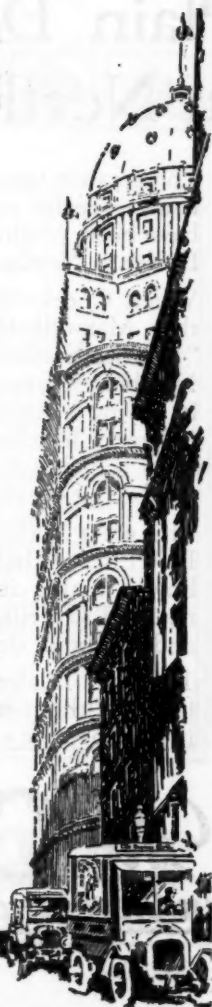
PULITZER BUILDING :: :: NEW YORK

TRIBUNE TOWER  
CHICAGO

TITLE INSURANCE BUILDING  
LOS ANGELES

TERMINAL SALES BUILDING  
SEATTLE

CHANCERY BUILDING  
SAN FRANCISCO



# The Producers of high grade coffee use The Plain Dealer *exclusively* in Northern Ohio

The greatest forces that can be generated by advertising—dealer coverage and consumer demand—have been produced time and again by The Plain Dealer in Northern Ohio.

When Cheek-Neal Coffee Company officials state that Maxwell House Coffee has been placed in "practically every desirable outlet in Cleveland and Northern Ohio territory" they naturally feel elated in saying "this is only another proof of our good judgment in using that newspaper exclusively for our 1925 schedule." There is only one interpretation can be put on that statement.

This great 3,000,000 market is alive with progressive BUYERS. The Plain Dealer's influence on those buyers makes it the one medium through which national advertisers can build up dealer-distribution and consumer demand.

The Plain Dealer ALONE—at one cost—will do the job. Without it you cannot reach the buyers; with it you have the greatest sales-lever possible.

## *The* **Cleveland P** *in Cleveland and Northern Ohio-ON* **Med**

J. B. WOODWARD  
110 E. 42nd St.  
New York

WOODWARD & KELLY  
350 N. Mich. Ave., Chicago  
Fine Arts Bldg., Detroit

R. J.  
TH  
I

# America's largest selling

## CHEEK-NEAL COFFEE CO.

Second Avenue & 40th Street - BROOKLYN, N.Y. CITY



Cable Address "CHEEK"  
Standard & National  
Coffee Co.

7/9/25

Mr. George E. Greene, President,  
Greene-Rabcock Company,  
Cleveland, O.

Dear Mr. Greene:-

I have spent some time this morning reviewing our sales records in the Cleveland territory and it seems to me that you are entitled to the results of my conclusion.

When we decided to enter the Cleveland territory less than two years ago we fully realized that the Cleveland market was highly competitive and that we were undertaking a man-sized job. Necessarily, we were forced to make some very radical decisions, and, frankly, we are more than pleased to find that the records fully justify our actions.

I believe I am correct in stating that from a standing start you have placed MAXWELL HOUSE COFFEE in practically every desirable outlet in Cleveland and the Northern Ohio territory - and that to-day it occupies front rank position among the leaders in its field.

We would surely be lacking in appreciation if we did not convey to you our approval of your splendid effort and to assure you at the same time that the advertising which we have been doing to assist you will be continued.

I am particularly gratified to note your reports regarding the co-operation received from the Plain Dealer. This is only another proof of our good judgment in using that Newspaper exclusively for our 1925 schedule. Please convey to them our sincere thanks.

Very truly yours,  
CHEEK-NEAL COFFEE COMPANY.

FLC:V

MAXWELL HOUSE COFFEE

Good to the last drop

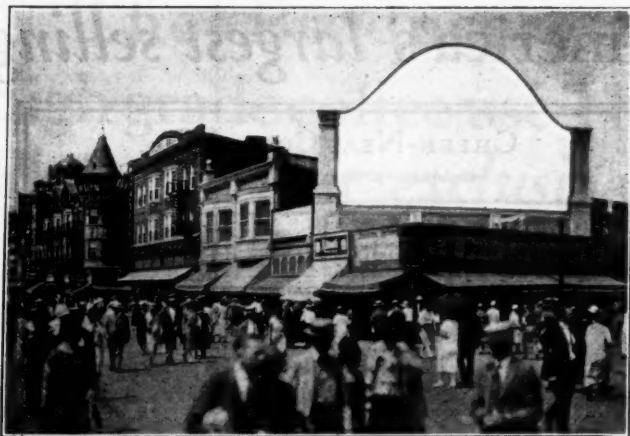
# Plain Dealer

ON Medium ALONE ~ One Cost Will sell it

KELLY  
Chicago  
Detroit

R. J. BIDWELL CO.  
Times Building  
Los Angeles

R. J. BIDWELL CO.  
742 Market Street  
San Francisco, Cal.



## BOARDWALK—Atlantic City, N. J.

We now offer the above and call attention to the unusual advantages of this offer:

*First*—The generous size of this illuminated bulletin,—different in proportions and embellishment from all other De-Luxe bulletins.

*Second*—At the same time will show off to advantage any arrangement in copy and pictorial.

*Third*—Brilliantly illuminated every night from dusk until midnight by concealed lighting. Arrangements have been made for powerful flood-lighting directed from the opposite corner.

**SIZE**—48 ft. long, 34 ft. high. Design area containing 1,000 sq. ft.

**LOCATION**—Corner St. James Place and Boardwalk, in the heart of everything, cater-corner from Central Pier. Apollo Theatre, Traymore, Marlborough below. Central Pier, Steeplechase, Chalfonte, Haddon Hall, Steel Pier and Strand above.

**PRICE**—For the month of November, \$240.00; December, \$240.00; January, \$240.00; February, \$240.00; March and April (covering Palm Sunday and Easter period), \$520.00 per month; May, \$400.00; June, \$800.00; July, \$1,760.00; August, \$1,920.00; September, \$800.00; October, \$320.00.

**WIRE US FOR OPTION**

*The R.C. Maxwell Co., Atlantic City, N.J.*

# Circulation Research of Agencies Well Under Way

Research Program Reported On at Annual Meeting of American Association of Advertising Agencies. Roy S. Durstine, Elected President

A REPORT on the work being accomplished under a research program to which the association has definitely committed itself was the high spot of the annual meeting of the American Association of Advertising Agencies held at New York last week.

Federal taxation; the use of radio as an advertising medium; standardization of colors used in advertising and railroad employee publications were other topics of special interest that were reported at the meeting.

The research work of the Association, so far, has been confined to magazine circulation. The program calls for a study of the circulation of all types of advertising mediums. The work has been directed by Dr. Daniel Starch, now head of the associations research bureau. The procedure in the study of magazine circulation has been to classify markets and then to search out the magazines that cover those markets. Trained investigators have called at homes and at newsstands, and have made use of circulation analysis statements of magazines in order to get the necessary information for this survey. Four of the smaller American cities, Dallas, Tex.; Madison, Wis.; Cambridge, Mass.; and New Haven, Conn., have so far been completely covered in this research work. Other investigations have been carried on in parts of ten other cities, all in a larger population class than the four already mentioned.

Members of the association, according to James O'Shaughnessy, executive secretary of the association, are highly pleased by the progress that has been made by Dr. Starch so far. His progress, he says, is substantial, but not yet sufficiently far enough along to make the facts that have been uncovered usable. "There is a feeling," Mr. O'Shaughnessy con-

tinued, "among our members that this research work will develop many needed facts, and that the finished result will give much practical information that is now needed in appraising circulations of magazines.

"We want to make clear, to all magazines, newspapers, farm papers

and business papers, that we are not in search of anything of a revolutionary nature in this research work, nor do we expect to find anything of a highly unusual nature. The big idea is not to say that any magazine is unusable or undesirable,

but to show how circulations fit certain accounts under certain conditions. No one should harbor the idea that there will ever be any attempt to put any publication out of business, nor will there ever be any attempt to prove that one publication can be used under all conditions for all types of products. We want to know how to fit the product to the medium. We hope that we do not seem to be splitting hairs in this work. We are only endeavoring to advance by slow degrees along the path where we have so far met with success. We now have figures as to the quantity and the distribution of publication circulation. What we need in addition to those figures are facts on the buying power of the circulation.

"We expect to go on next with either newspaper or farm papers. None of this work, of course, will ever cease if found worth while. It will be an endless program of the study of the buying power of all types of advertising mediums."

There may develop, according to



ROY S. DURSTINE

Mr. O'Shaughnessy, as a by-product of this research work, an information service that will give advertising agencies news on the financial and buying conditions of all sections of the country. Speaking of this possibility, he pointed out that Dr. Starch's report indicated much buying power in the hands of all classes of the people in the cities in which the research work has thus far been carried on.

Discussions on the classification given advertising agencies by Federal income tax regulations got attention, of course, from all heads of advertising agencies. It is the belief of advertising agencies that they belong in the "Personal Service Corporation Classification." Income tax officials have so far denied this contention. Three advertising agency cases have already been heard before the Board of Tax Appeal. One agent was permitted to make his return under the personal service corporation classification, while claims of the other two were denied.

In passing upon the contention of advertising agents that they be allowed to make their tax return under this classification, it has been reported that refusal has been made if it is shown that stock in an agency is held by any individual not actively connected with the organization or if there is any record of slow payment accounts, or if it is shown that any borrowed money has been used in conducting the business or if it is shown that capital has been built up to a large figure.

The association plans to carry on more actively, with the advice of counsel, its fight to prove that Federal income tax returns of the agencies should be made under the personal service corporation classification.

#### RADIO REPORT

A report submitted by Thomas F. Logan, as chairman of the association's committee on radio, was a warning against the improper use of radio broadcasting for advertising purposes. No definite decision was made by this committee as to whether or not radio broadcasting could be called an adver-

tising medium. It was the opinion of the committee that if broadcasting is a medium, a way would have to be found to use it properly. According to the report, this is something that has not yet been found.

Arthur G. Montagne, in reporting on color standardization work, indicated that the work of a special committee of which he is the head, is nearing completion. This particular committee has for some time, in co-operation with the United States Bureau of Standards, ink manufacturers, paper manufacturers and printers, been seeking to standardize the four color process of printing. The aim of such work is to take unevenness of color out of the final result and to save time and money for advertiser, advertising agency, publisher and printer. It is expected that Mr. Montagne will shortly issue a complete report on this work.

A special committee on railway employee magazines made its first report at this meeting. This committee, headed by H. E. Lesan, has for some time been at work with the railroads of the country. It has succeeded in getting all railroad employee magazines, with two exceptions, into a single organization. Page sizes of all such publications have been standardized, and plans that will make possible verifications of circulation and the sale of circulations of all such publications as a unit have been worked out by this committee in conjunction with the railroads.

The association's grievance committee reported that no single case had come before it this year. It also reported that it believes there has been an improvement in the ethical standards of agencies during the year.

It is now a practice of the association to have its members submit annual financial reports. These reports are studied by the association, and from such study the association reported that it is of the opinion that agents are showing much skill in the financial management of their business.

Roy S. Durstine, of Barton, Durstine & Osborn, who has been



## *Ready for radio in New Orleans*

New Orleans and its trading area during the next six months will be one of the best potential markets in the United States for the sale of highgrade radio sets and equipment.

Write for a carefully compiled survey which tells *why*.

## The Times-Picayune

**FIRST FOR THE SOUTH**

Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta; R. J. Bidwell Co., San Francisco and Los Angeles.

vice-president of the association, has been elected president. He succeeds Herbert S. Gardner.

The other officers are: James W. Young, of the J. Walter Thompson Company, vice-president; St. Elmo Massengale, of the Massengale Advertising Agency, Inc., secretary; H. K. McCann, of The H. K. McCann Company, treasurer.

The association's executive board is made up of two classes of members: (1) Members-at-large; (2) Members representing counsel. The members-at-large are:

One year term: John Benson, of Benson, Gamble & Crowell; and C. D. Newell, of the Newell-Emmett Company, Inc. Two year terms: Stanley Resor, of the J. Walter Thompson Company; and Merle Sidener, of the Sidener-Van Riper Advertising Company. Three year terms: Herbert S. Gardner, of the Gardner Advertising Company; and H. T. Ewald, of the Campbell-Ewald Company.

The members representing counsel are: Stewart L. Mims, of the J. Walter Thompson Company; R. S. Simpers, of the McLain-Simpers Organization; A. E. Greenleaf, of The Greenleaf Company; Carl P. Johnson, of Johnson, Read & Company; and Henry Tritschler, of Nelson Chesman & Company.

### F. W. Ganschow Joins Fruit Puddine Company

F. W. Ganschow has joined the Fruit Puddine Company, Baltimore, Md., and will be in charge of sales and advertising. He was formerly manager of the Eastern division of the Gold Dust Corporation, New York. He is succeeded by A. N. Kingston, who had been general sales representative.

### New Accounts for C. P. McDonald Agency

The Eden Washer Corporation and the Murdoch Machine Corporation, both of New York, have appointed the C. P. McDonald Company, Inc., New York advertising agency, to direct their advertising. Newspapers and business papers will be used for both accounts.

### New Campaign Started on Listerine Product

A national campaign on Listerine throat tablets was started this month by the Lambert Pharmacal Company, Inc., St. Louis, Mo. Magazines are being used.

## Before You Name Your House Magazine

(Telegram)  
SOUTH BEND, IND.

Editor of PRINTERS' INK:

We now discover the name "Advocate" is being used for house magazine by Cincinnati printer. Consequently must change our plans. Please check house magazine list and advise if word "Exponent" is being used by anyone else. Write answer collect today.

L. P. HARDY Co.

**PRINTERS' INK** now has a card record of over 1,200 general house magazines and over 600 employee magazines. In this card record, the house publications are listed both by the name of the magazine and by the name of the firm publishing it. Consequently, we were able to tell the L. P. Hardy Company that the title "Exponent" is not listed in our record and that this might be taken as fairly conclusive evidence that the name is not being used by another concern for this purpose. —[Ed. PRINTERS' INK.]

### Newspaper Publishers to Hold Fall Meeting

The fall convention of the American Newspaper Publishers Association will be held at White Sulphur Springs, W. Va., from November 10 to 12. "Lost Motion and Waste in the Newspaper Business" will be the keynote of the convention. There will be six sessions, and one session will be devoted to each of the following subjects: Organization Efficiency for an Average Newspaper; Elimination of Circulation Waste; Newspaper Taxation; Mechanical and Traffic Problems, and Advertising. A golf tournament also will be held.

### Sidney M. Colgate, President, Colgate & Company

At a meeting of the board of directors of Colgate & Company, Jersey City, N. J., Sidney M. Colgate, who has been with the company for thirty-nine years, was elected president. He succeeds Gilbert Colgate, who was made chairman of the board of directors.

### Yellow Coach Advances H. E. Listman

The Yellow Coach Manufacturing Company, Chicago, has advanced H. E. Listman to the position of general sales manager. He had been assistant sales manager.



**T**HE basis of successful advertising in Boston is an understanding of its divided market.

This division into two groups is not an arbitrary one of rich or poor—class or mass. It is a division of thought, habit and customs. No one newspaper can possibly be conducted so as to appeal to both groups.

In one of these groups you have a choice of several Boston newspapers.

The other group is covered only by the Herald-Traveler.

These readers of the Herald-Traveler comprise the most desirable market in the Boston territory for most advertisers—a strong statement but we will be glad to prove it.

Write us on your business stationery for a copy of "Business Boston."

## BOSTON HERALD-TRAVELER



# COVER NEW ORLEANS Circulation Report

*For 6 months ending September 30, 1925*

*The Morning Tribune* - Average 30,092

*The New Orleans Item* - Average 61,423

*The Sunday Item-Tribune* Average 83,916

The WEEK-DAY ITEM averaged:

City .....	46,731
Country .....	14,692
Total .....	61,423

<b>GAIN</b> This represents a WEEK-DAY GAIN in CITY circulation over the corresponding period of last year of.....	<b>7,320</b>
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The WEEK-DAY TRIBUNE averaged:

City .....	29,284
Country .....	808
Total .....	30,092

THE TRIBUNE was launched in December, 1924, consequently comparisons with last year are not possible.
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The WEEK-DAY ITEM-TRIBUNE combination averaged:

City .....	76,015
Country .....	15,500
Total .....	91,515

<b>GAIN</b> This means that on WEEK-DAYS ITEM-TRIBUNE advertisers have increased the city coverage for their announcements by .....	<b>36,604</b>
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The SUNDAY ITEM-TRIBUNE averaged:

City .....	50,729
Country .....	33,187
Total .....	83,916

<b>GAIN</b> This represents a Sunday GAIN in CITY circulation over the corresponding period of last year of.....	<b>6,130</b>
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# COVER NEW ORLEANS

# PLANS AT ONE COST

## Guarantee:

On week-days THE ITEM-TRIBUNE combination guarantees advertisers the LARGEST total circulation, the LARGEST city circulation and the LARGEST carrier circulation obtainable in New Orleans at one price.

The foregoing facts and figures more than justify our *new* rates effective November 1st.

Evening Item.....	15c
Morning Tribune.....	10c
Combination .....	20c
Sunday Item-Tribune.....	18c

Best of all—we're still accepting reservations at the *old* 15 cent combination rate, service to begin within 30 days of contract date.

Take advantage of this—even if you have to *wire*!

# New Orleans Item-Tribune

# PLANS AT ONE COST

100% *more* replies  
with *less* insertions  
*and* 40%  
*more results*  
than any other newspaper

"The outcome of the advertising campaign which we made during June, July and a portion of August shows that the New York Herald Tribune produced 100% more replies with a few less insertions than any other newspaper which we used in New York City or suburban territory, and the actual final results were 40% greater than any other newspaper. I thought you would be interested in these figures as I have always felt that the Herald Tribune reaches the public and particularly such as we cater to."

(Signed) W. B. RIDDLE,  
General Agent,  
Great Lakes Transit Corporation.

for results *in the*  
World's Greatest Market  
New York  
**Herald Tribune**

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## "Selected at Random"

In Which Objection Is Registered to Another Phrase That Is Comparable to "No Obligation on Your Part"

By Amos Bradbury

PERHAPS it is true, as Maxwell Droke indicates in his reply\* to my article objecting to the phrase "no obligation on your part," that I am suffering from what he calls a signature complex. Perhaps, also, he is not violating my confidence if, after telling me in his coupon that there is no obligation, he sends a salesman to see me who assumes that I have sent for him.

I am neither a salesman nor sales manager, just a plain customer. It isn't exactly a matter of violating confidence. It is a matter of different types of mind. Some people need high-pressure selling, I suppose, because surely there are plenty of high-pressure salesmen and their managers. There are other people, I feel sure, like me. We like to browse about in an old bookshop among the musty volumes and my book-cases bear testimony to the fact that my kind does buy. I don't think we would, however, if several clerks followed us about as if we had assumed an absolute obligation to purchase because we came in the front door. A coupon should be just that—an invitation to enter and a salesman sent only on request.

There are stores and manufacturers who know how to deal with my type. I bought a suit on the old-bookstore method the other day. The full-page advertisement for the store which sold me said, among other things:

We shall consider it a real pleasure to show you these suits—one by one, should you care to devote the time to it—and you have our assurance that such an inspection on your part does not in the slightest sense obligate you to buy.

The clerks in this store seemed to believe in the assurance con-

tained in the advertisement as much as I did, a pleasant time was had by all, and I selected a suit in quiet and without being rushed. That is the point. If a salesman does phone or call after the coupon has been sent, his manner should not show clearly that he feels the sender is under an obligation.

I have before me, as I write, a perforated coupon at the bottom of a letter sent out by the Empire Bond and Mortgage Company of New York, which, in my opinion, answers both Mr. Droke's objection to my article and my objection to Mr. Droke's salesman who follows up immediately the person who has signed a "no obligation" coupon. It says:

With the distinct understanding that I am not committed or obligated in any way to anything other than granting you an interview. I will see you . . .

That strikes me as fair, frank and efficient. It tells exactly what the obligation is. The sender obligates himself for at least one interview. Isn't that a fairer method than the "absolutely no obligation" phrase?

There are enough of my kind of people to make manufacturers of certain commodities think carefully before they use words and phrases which sound all right but don't mean exactly what they say. I still insist that "no obligation on your part" is one of these phrases and now I present another. It is the phrase: "selected at random."

The reader is shown a series of pictures showing installations of a factory or household product and told that they have been selected at random from scores lying about the office. Or four testimonials from satisfied customers are displayed and again the assertion is made that they were selected at random. I don't wish to appear

\*"No Obligation on Your Part," September 10, 1925, page 10.

"Now, My Dear Bradbury—," October 1, 1925, page 19.

fussy or unduly critical but "at random" means in a manner denoting the lack of any definite aim or intention and every time I see the phrase I doubt its truthfulness. It seems to me to be both unnecessary and misleading. I cannot believe otherwise than that the testimonials, photographs, names of people or whatever it is that has been selected, were picked out because they were good ones and because the manufacturer displaying them wanted to make the best possible impression upon me, as a customer, by putting his best foot forward.

The phrase reminds me of the guest who is invited to a formal dinner weeks in advance. He senses the fact when he sits down to eat that the good service plates for company only are being used and that the table cloth is probably part of the eight-year-old trousseau. The meal contains selected viands from soup to nuts. Everything is spic and span. Not a grain of dust in the living-room. The children's toys are all hidden in the attic. The house is, in fact, on full dress parade. And then the hostess, of a certain type, feels that it is up to her to make a remark during the course of the meal about "You'll just have to take pot luck with us" or some similar phrase.

It is just conversation in both cases. It is one of those things which is said for effect, doubted by everyone who hears it. It all comes under the head of useless conversation.

As a constructive suggestion, wouldn't something like this be unique and refreshing? Suppose some manufacturer should print the first five letters about his product which arrived in the Monday morning's mail. Some of them would be good, perhaps, some not quite so good. One of them might be a complaint. If it was, the manufacturer could tell how it was handled. None of the letters would be a ten-strike, probably. They would not be testimonials which are obviously all dressed up for a party.

Another manufacturer might run

photographs of the first six installations of whatever he was selling in the City of Paterson, N. J. They wouldn't all be giant apartment houses, model factories or beautiful homes but they would be something tangible, breathing sincerity.

And there wouldn't be any necessity of spreading on them, somewhere, the apple-sauce about their being selected "at random."

### Ault-Williamson Appoints Kenyon Agency

The Ault-Williamson Shoe Company, Auburn, Me., manufacturer of Constant Comfort and Constant Style shoes for women, has appointed The Kenyon Company, Boston advertising agency, to direct its advertising account. Magazines, newspapers, farm and business papers will be used.

The following companies have also placed their advertising accounts with the Kenyon agency: The Burkhardt Corporation, Roxbury, Mass., beverages; the American Institute of Finance, financial service, and L. C. Page & Company, book publishers, both of Boston.

### Real Estate Account for Brouillette

Flora of Florida Associates, Chicago, offering real estate service on Florida property, has placed its advertising account with Lucien M. Brouillette, Chicago advertising agency. Newspapers and direct mail will be used.

### Lincoln C. Jones Joins Gunnison Agency

Lincoln C. Jones, previously with the New York office of the Westinghouse Electric & Manufacturing Company, has joined the staff of Stanley E. Gunnison, Inc., New York advertising agency, as production manager.

### R. F. Scholde with John M. Branham

Ralph F. Scholde has joined the New York staff of the John M. Branham Company, publishers' representative. He was formerly with the Chicago office of the Williams, Lawrence & Cresmer Company.

### Alfred H. Benjamin Dead

Alfred H. Benjamin, president of Benjamin & Johns, Newark, N. J., corset manufacturers, died last week at his summer residence at Easthampton, L. I.

Helping the dealer means helping yourself. For only aggressive dealer cooperation can translate national distribution into national sales.

*The dealer thinks in terms of his local market. We'd like to explain how some manufacturers are reaching this market.*

## CHARLES FRANCIS PRESS

*Sales Promotion Campaigns  
to Dealer and Consumer*

461 EIGHTH AVENUE  
NEW YORK

# National Advertising Commission Hears Departmental Reports

Progress in Advertising Shown at Concluding Session of St. Louis Meeting

AT the concluding session of the National Advertising Commission meeting, held at St. Louis last week, reports were made showing satisfactory progress in most of the branches of organized advertising. An account of the first part of the meeting appeared in *PRINTERS' INK* last week.

The department of directory and media made a significant report telling about a system of standard business classifications recently adopted by the Association of North American Directory Publishers for use in city directories. It was declared the new plan would go far toward eliminating waste in the production of directories and that the uniformity thus secured would make the directories much more efficient.

The Commission ordered that a booklet comprising material describing the various advertising mediums represented on the Commission should be printed for general distribution among the clubs. This is the book previously spoken of in *PRINTERS' INK* as having been compiled by a special committee under the chairmanship of Frank L. Blanchard, of the Henry L. Doherty Company, New York. It includes twenty-six statements of 500 words each telling the whys and wherefores of each medium. At the time the book was printed the Commission had twenty-six departments. It now has twenty-seven, the latest addition being the Classified Advertising Managers, as was reported in last week's *PRINTERS' INK*. Several schools and colleges have expressed a wish to use the book in their advertising courses.

The lithographers' department told about the organization of the Lithographic Technical Foundation, Inc., by the National Association of Employing Lithographers. The purpose of this is to maintain a lithographic trade school for the

training of workmen in this line and to carry on a general research program, looking toward the betterment of the industry.

A great increase in interest shown by public utilities concerns in advertising was reported by the public utilities group. It was said that the aggregate advertising expenditure by this branch of business had grown during the last few years from a nominal figure to almost \$10,000,000. It was further said that this figure is small as compared with the plans that reasonably may be expected to mature in the near future.

A committee, headed by George M. Burbach of the *St. Louis Post Dispatch*, was appointed to revise the Commission's by-laws and report at the next meeting.

The matter of the next meeting place was left to the executive committee. Des Moines has asked for the privilege of entertaining the meeting which will be held in January.

## C. H. Schlacks Heads Keystone Watch Case Company

Charles H. Schlacks has been elected president of the Keystone Watch Case Company, Riverside, N. J. He succeeds Fred E. Hyatt, who has become vice-president. Mr. Schlacks has also been elected chairman of the board of the Riverside Metals Company, a subsidiary. Mr. Schlacks has been director of the Keystone company for several years. He was formerly vice-president of the Denver & Rio Grande Railroad and the Western Pacific Railroad.

## B. H. Pillard to Direct Blanchard Advertising Course

Basil H. Pillard, of the Encyclopedia Britannica, Inc., will conduct the Blanchard Course in Advertising at the Twenty-third Street Y. M. C. A., New York, which opens on October 27. He succeeds Frank LeRoy Blanchard, of the Henry L. Doherty Company, who began the course twenty-one years ago and has conducted it ever since. Mr. Pillard has assisted Mr. Blanchard in the course for the last three years.



The  
**I. T. D.**\*

## *Foreign Credit Reports—*

are based upon data, obtained on-the-spot, by I. T. D. offices in Europe, the Far East, Latin America, and finally collated and compiled under the direction of Mr. W. L. Betz, Vice President, who has been active in foreign credit circles for the past eleven years.

One of the basic ideas which governed the recent re-organization of the I. T. D. was that it should capitalize upon its world-covering organization in furnishing the American exporter with comprehensive, up-to-the-minute information, regarding the credit status of foreign merchants.

With a view of acquainting every exporter in the United States, in the shortest possible space of time, with the value of I. T. D. Credit Reports, it has been decided to make them available, for a limited period of time, upon a Prove-As-You-Pay basis.

Further details will be furnished upon request.

**\*INTERNATIONAL  
TRADE DEVELOPER CORPORATION  
247 Park Avenue, New York**

**T**ALKING to Texas about what concerns the Texas farmer at that moment of time; . . . to the man in the Carolinas about his crop problem when that problem is imminent; . . . to the Mississippi Valley, to Georgia, to Arkansas, to Tennessee, according to what fills their minds right then; . . . this is the method of this Southern farm-weekly!

Only through **FOUR** editions could such a local, opportune usefulness be realized. Only with a weekly can such timeliness be genuine; and only then through such separate and intimate editorial, factual, practical distinctions as we make between our editions.

Wise advertising counsellors will instantly perceive the enormous value of such a medium for reaching the South, section by section, at the right buying-moment.

EASTERN REPRESENTATIVE  
Wallace C. Richardson, Inc.  
250 Park Avenue  
New York City

WESTERN REPRESENTATIVE  
Standard Farm Papers, Inc.  
307 N. Michigan Ave.  
Chicago, Ill.



*The Farm Weekly of Largest*

# *What the Southern farmer wants -and just when he does want it*



Analysis of the whole farm-paper status in the richest sections of the South, made by two great agencies, tells a tale in **DIXIE DATA BOOK** that every space-buyer ought to have at his mind's end. Allow us to put a copy on your desk forthwith.



*Circulation and Most Influence*

**No one  
newspaper can  
“cover” a market  
as big as  
Greater Detroit  
---but the  
Detroit Times  
reaches 230,000  
families  
each evening, and  
275,000 Sundays;  
which is  
a big slice of  
a rich sales field**

# Give Your Second-String Salesmen a Chance

They May Be Far More Valuable in the Long Run Than the Stars

By C. C. Casey

I HAVE talked with a great many sales managers. I have attended numerous sales meetings. I have read a vast number of articles and books on various phases of sales management. I have studied sales contests. I have a fairly dependable understanding of most of the quota plans in use today.

The impression I have gathered from this broad knowledge of the problems of sales management is that if all the sales managers of the country were given one wish, only one, and promised immediate fulfillment, that one wish would be for a sales organization composed entirely of star salesmen.

Little value is put on second-string men, and less attention is given them than they deserve.

This policy, coupled with the equally universal tendency to glorify the exploits of star salesmen, and make light of the less spectacular men, inevitably results in discouraging the second-string men.

I am quite positive that this is all fallacious. Hitch-your-wagon-to-a-star seems to be good philosophy ordinarily, but if the star be a star salesman, I am inclined to believe that it will pay to unhitch and take a chance on the plain, ordinary, everyday, garden-variety of plodder salesman. The plodder is always on the job, always getting his small amount of business, and is always dependable. The star salesman, on the other hand, while spectacular in his methods, is apt to skim merely the surface cream and then go hunting for new worlds to conquer—that is, new worlds of "cream."

Yet, thousands of sales managers positively discourage their second-string men, or even discharge them.

A large percentage of real go-getters have been played down to in a way that not only has not developed the best in them, but has gradually spoiled them entirely. The second-string men are naturally humble, anyway. If you continually play up the successes of other men, they become more and more humble, and believe in themselves less and less.

I am going to quote a conversation between a sales manager and his chief, on this subject, which I believe will develop my point more effectively than I can do it in my own words. The conversation had to do with the general policy of quota plans, and the featuring, in sales bulletins, of the exploits of star salesmen, at the expense (from a moral encouragement point of view) of the much larger number of men who were just plodders. The sales manager thought his policy was right, but his chief was not so sure. Anyway, his chief had some ideas of his own which he thought had a bearing on the problem, and they argued it out.

## THE DISCUSSION BEGINS

"Your quota idea is all right," said the president, "but aren't you overdoing it? Isn't it 'killing' salesmen faster than it is making them?"

"How could it kill salesmen, chief? It gets them on their toes, and makes them work."

"But how about those who, after they get on their toes and after they work as hard and as faithfully as they know how, still fall down?"

"Oh, well, they aren't much good, anyway."

"Don't be too sure of that, Fred. The world is made up of just average people. Here and there you see a record breaker, but the bread and butter of every business

is made by the average fellows. What I claim is that when you play *up* these few 'stars' you play *down* the bread-and-butter fellows."

"You mean that it isn't practical to encourage the second-string men? You think we have to let them plod along in the rut and get nowhere?"

"Not so bad as that, maybe. But I do claim that when you continually pat the star men on the back, when you continually keep them in the limelight, when you heap constant glory on them, you humble the second-string men more and more."

"Oh no, it surely doesn't do that! Why, those men are all ambitious. They all want to get ahead. They see the glory heaped on these star men and then they strive to get up there where the glory is."

"I believe you are mistaken, Fred; to some extent at least. Every man knows his limitations. A salesman who has been plodding along for months or years without ever having accomplished anything startling, sort of gets to thinking of himself as one of the reliable old wheel-horses. He may like the glory, and wish for it, dream that he is up there, but really he is very humble. The more he sees other men succeeding the more humble he is apt to feel."

"That is a point of view in sales managing that I have never given much thought to. I have always thought of all salesmen as either worthless, or as raw material for star salesmen. I have built my sales plans with the idea of developing these second-string men into stars. I believe you will have to admit that I am doing it, too."

"Not much! You are angling for stars. You are appealing almost exclusively to the men who are stars, or who have it in them to become stars. You are developing these men and many of them are becoming stars. But you are killing off the bread-and-butter men ruthlessly."

"That's what I am aiming to do, chief. I would rather have all star men. My ambition is to have a sales organization of stars."

"You'll never attain your ambition, Fred. It can't be done. Even if you could, I am doubtful if it would be worth the effort. It costs too much to attain the extra business of the star salesmen."

"Costs too much! It costs *less*. Why, chief, the star man sells more goods at a lower selling cost per unit."

"At an *apparent* lower cost per unit. I claim that they are the most expensive men you have. It costs you more to get them. It costs you more to train them. It costs you more to supervise them. Besides you lose a tremendous number of second-string men by playing up and catering to these 'stars' and in that way you add again to the extra cost of the business these star men bring in. Every competing sales organization in the country is full of your second-string men, trained at our expense—part of the selling cost of our all-star men."

"I'm glad to see our competitors grabbing these second-string men. I'm building an organization of 'go-getters' who can go out against any of those men and take business away from them. I hope our competitors get all of our second-string men, and depend on them. It will give us the field."

#### SECOND-STRING MEN VITALLY NEEDED

"Not by a long shot, it won't. It will give our competitors the field. You haven't considered all of the angles of this matter, Fred. You can't build a real business on star salesmen. They are a good thing to have, if rightly used, but a sales organization composed entirely of all-star men would be headed for the rocks."

"How in the name of good sales management could an organization of star salesmen be headed for the rocks?"

"What are your star salesmen doing? Analyze their work. Watch them. Study their methods. You'll find that these men are skimming the cream. You hang up a lot of glory for them to attain and they go after it like a hungry dog for a smoke-house ham. In the meantime, the plodders, the second-

Oct. 15, 1925

PRINTERS' INK

75

# NORTH ONTARIO PACKING Co

PACKERS AND MANUFACTURERS



JAMS · PRESERVES · JELLIES

ORANGE MARMALADE

1731-39 EAST 9TH STREET

LOS ANGELES, CAL., U.S.A.

June 1, 1925.

The Arizona Republican,  
Phoenix, Ariz.

Gentlemen:

Because of the rush of business and the fact that you literally showered us with cooperation before we had time to acknowledge the individual acts performed in our interest, we are writing you this belated "Thank you."

The window display that you evolved out of the scant material we were able to furnish you is a work of art in its simplicity. The number of inquiries you had from consumers speaks volume for the effectiveness of the display.

We were pleased with the portfolios you made for The Arizona Grocery Co. salesmen. That was good work done in fast time.

Your illustrated letter was perfectly timed to do us the most good. This sort of letter should secure the active interest of the trade.

Cooperation of this character makes the advertiser feel that he is getting his money's worth.

Very truly yours,

NORTH ONTARIO PACKING COMPANY

Secy. and General Manager.

WAB:JF

string men, in competing houses, are building solidly on the good old average customer."

"But when the stars get the easy business, they will go after the harder business these other men are building up, and take it away from the second-string men of our competitors, just as they take the cream, now."

"No, you are wrong, Fred. The star salesman is a temperamental type. He feeds on easy business. He can't settle down to hard, plodding, plugging work. He will always take the easy business. He will always take the lines of least resistance. When his sales begin to fall off, he does not settle down and work. He quits. Look at Jenkins, and Smith, and Ferguson, and McHenry, and a dozen others of your star men."

"Um-m! That's a little different way of putting it, chief. I'll admit I hadn't thought of it just that way. I have been rather unhappy about the number of star men we have lost. But I'm replacing them faster than I'm losing them. We have more quota-makers today than we had a year ago."

"But it isn't the star men you lose that bothers me most, Fred. It's your indifference toward the second-string men, the bread-and-butter fellows. You are not encouraging these men enough. You are, in fact, rather bluntly making it clear to them that it is a case of becoming stars or getting out."

"Ouch! That doesn't sound very complimentary in view of this new viewpoint you have just given me. I wonder whether I have not been entirely too indifferent to these plodders after all. I'll admit I have been doing just what you say. In fact, I have been proud of this policy."

"Just you think about that a little bit, Fred. It costs like the dickens to train a new salesman. It must cost us \$500, doesn't it?"

"All of that. In fact it averages slightly more."

"Well, you will find that it costs about twice as much to train a star salesman as it does to train one of these plodders. The plodder also costs less to super-

vise, and far less to hire. You can find them anywhere."

"Gosh, chief, you are handing 'em to me fast and heavy today."

"Now don't get the idea, Fred, that I'm against your quota plans. They may be all right. It is a good idea, I guess, to have a target for every man to shoot at, and maybe a yardstick so the men may measure your idea of good work. My point is that as you are handling it now, you are playing up your star men and giving them all of the glory, and making the second-string men ashamed of themselves."

"You're right. I have been making the second-string men feel unwelcome. There isn't a man who has failed to make quota for three months in a row who hasn't had a letter from me telling him that it would never do. I'll admit that—right now—I'm a bit ashamed of some of those letters."

"Will you give me one more angle? Suppose we abandon the idea of trying to build an organization of star salesmen; won't these star men get into competing organizations and take business away from us?"

#### WHAT WILL HAPPEN TO STARS?

"Sure. But they won't take as much business away from us as these competitors are taking this minute. You are sending our bread-and-butter men over to our competitors, and they are working day and night against us."

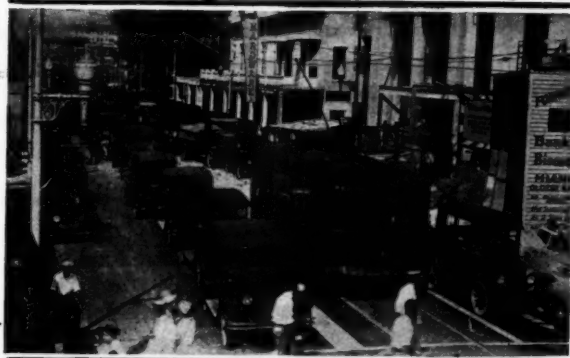
"But how about the competitive cases we will have where our plodders (if we specialize on plodders) will have to go up against the star salesmen of our competitors?"

"We'll always have plenty of star salesmen. A certain percentage of the bread-and-butter men in any organization have it in them to become world beaters. You will always have plenty of men who can go out on competitive cases and win, even against the other fellow's star men. In fact the plodder who has large sales ability is the surest of all 'go-getters.'"

"Then apparently you are not opposed to the idea of having star



# here is your Market!



*Naturally  
still first*

The Miami Herald is still leading the world in total advertising lineage for the first nine months of 1925. Proof of CONTINUOUS leadership.

Miami today, with an estimated population of more than 200,000 people, 50,000 of whom are automobile owners, offers an attractive market for automobile and accessory manufacturers. Miami people have the money . . . Florida highways are inviting . . . if you reach this market with your appeal.

## THE MIAMI HERALD Is Your Best Medium

The Miami Herald offers greatest coverage in city, suburban and lower East Coast Territory. It publishes more automobile advertising than any newspaper in Florida . . . and its automobile sections are alive with information helpful to prospective and actual owners of automobiles.

## THE MIAMI HERALD

*"Florida's Most Important Newspaper"*

Frank B. Shutts, Publisher

# Expanding Sales Costs-



## A.B.P.

"Member of The Associated Business Papers, Inc.", means proven circulations, **PLUS** the highest standards in all other departments.

## *major problem of business*

There is a "danger line" limit to sales costs in every business. Cross it, and profits are wiped out. Raise prices and markets shrink.

In many lines of business, economical production and administrative methods are being offset by extravagant sales costs. The only effective remedy is planned selling based on facts.

To business men interested in increased profits through planned selling, the member papers of the A.B.P. offer accurate information as to current conditions and practices in all industries and professions. Availing yourself of this constructive cooperation involves no obligation.

**THE ASSOCIATED BUSINESS PAPERS, INC.**

100% A. B. C. Audited. Reaching 54  
Different Fields of Trade and Industry

Executive Offices: 220 West 42d Street - New York

salesmen so much as you are against the idea of too much back-patting and 'glorifying' for spectacular exploits."

"It is my idea that by encouraging the plodders to go out after orders, and by giving the glory to the men who *try* rather than solely to the men who do spectacular things, you will build a more solid, more stable, more substantial, and better-producing organization. In this way you will build an organization of consistent producers instead of an organization of temperamental 'star' salesmen."

"Then you claim that hanging up kingly sales crowns, and covering salesmen with glory for spectacular sales records, merely breeds temperamental tendencies, and cream-skimming sales methods?"

"Doesn't it? Haven't you proved it out in our own sales organization? Haven't you been holding up a magnet of spectacular approval to draw out of your organization these very qualities, and to drive out of your organization the men who could not respond to your magnet?"

"Yes, I guess I have, chief. Yet I begin to see that the real 'go-getters' are not spectacular at all. Even in success they are plodders."

"That's the idea exactly, Fred. The tactics that locate and develop star salesmen, will not develop the genuine 'go-getter,' but such tactics do discourage and drive away most of your best second-string, or bread-and-butter men, who are the real 'go-getters' in any sales organization. If you neglect these men, you are neglecting the real business-builders."

The conversation, as quoted, brings out rather clearly, I believe, the thought that since the bulk of the business must inevitably come from the plodders, or average men, they are entitled to fully as much attention as are the spectacular quota-breakers. In fact, far more attention.

Yet, I remember that in the three years I was with a large office appliance organization that employs about 2,000 salesmen, the

average man was seldom noticed. There were about 1,900 of him, but his name never appeared except in small type as an "also ran."

The point I want to emphasize is that the biggest loss was in the failure to play up the *effort* these second-string men made. By playing up the few spectacular men, and giving no real thought or effort or attention to the larger number of steady, small producers, the latter were neglected, and averaged-down, and discouraged, and gradually driven out, or allowed to drift out, of the organization. The failure to acknowledge the comparatively small amount of success, caused these average men to minimize the importance of what they had done, and to become more and more humble, and to have less and less confidence in themselves until they just simply "evaporated" as salesmen.

Yet the man who needs encouragement most is the man who is not making his quota.

It is true that as an individual, he is not so very important but as a class he is the very foundation, backbone, and bread and butter of the sales organization.

### Canadian Newspaper Campaign for "Wear-Ever" Utensils

The Aluminum Company of Canada, Limited, manufacturer of "Wear-Ever" aluminum utensils, has started a newspaper advertising campaign in Canada. The campaign will run until after Christmas and is being directed by Norris-Patterson Limited, advertising agency, Toronto.

### Clarke Publications to Merge

*Tractor & Gas Engine Review* will be merged with *The American Thresherman*, starting with the January issue. The Clarke Publishing Company, Madison, Wis., publishes both of these magazines.

John D. Ross has been appointed to represent *The American Thresherman* in the Chicago territory.

### Electrical Account for P. F. O'Keefe Agency

The Johns-Pratt Company, Hartford, Conn., maker of Noark fuses and other electrical devices, has appointed the P. F. O'Keefe Advertising Agency, Boston, to direct its advertising account. Technical and trade-papers will be used.



*Are the men who  
make business opinion  
important to You?*

*The Key men in American  
business thought use  
Nation's Business as part  
of the equipment that  
Keeps them in front.*

*Their favorable Knowledge  
of your product is important*

**NATION'S  
BUSINESS**

*Washington*

*200,000 Circulation (Member ABC)*

# Have you read this

One of these books was produced especially for you.  
It discusses *briefly* some simple fundamentals that



ACTUAL SIZE  
8½" x 11"

Produced on a HARRIS Offset Press.

# is *see* book on Offset?

you. have been responsible for the effectiveness and  
that pulling power of certain advertising campaigns.

It outlines reasons why this effectiveness is often  
obtained simply by producing the matter OFFSET.

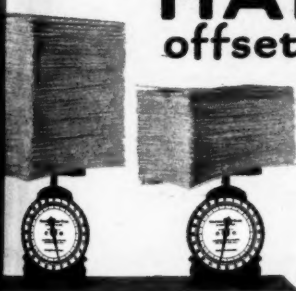
Comments and discussions are beautifully illustrated  
with appropriate *advertising art* subjects in color and  
in black and white.

## Call in an Offset Salesman

He will bring you one of these books—simply phone  
any lithographer who operates OFFSET presses. Please  
act quickly as the edition is limited.

*Published in the interests of More Effective Advertising by  
The Harris Automatic Press Company, Cleveland, Ohio  
Manufacturers of*

**HARRIS**  
offset  presses



Throughout the "OFFSET" book,  
statements are *proved*. This sam-  
ple illustration taken from page 7  
*proves* that OFFSET adver-  
tising can be mailed  
for less postage.

The  
Harris  
Automatic  
Press Company  
Cleveland, Ohio

I am unable to get one  
of the OFFSET books in my city.

Please forward one direct.

Name.....

Firm.....

Address..... City.....

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# Prosperity Abounds in Birmingham

*Bank Clearings for Nine Months Pass*

## Billion Dollar Mark

NEW prosperity records have been set in Birmingham. Bank clearings for the first nine months of 1925 showed a handsome increase over the same period of 1924. For the first time in the city's history the billion mark was passed on September 30. Industries are booming here, stores are crowded with people. The weekly payroll in Birmingham alone is now greater than \$4,000,000.

### *Are You Covering This Prosperous Field?*

THE NEWS is the one paper that covers the entire field. It has the largest home-delivered city circulation in the South, which, coupled with reader confidence and prestige, gives it pulling power equalled by few papers in the United States. This is nothing new to Birmingham merchants, for The News consistently carries vastly more local lineage than both the other papers combined. The same has always been true of national lineage, too.

*Net Paid Circulation Greater than*  
75,000 Daily      85,000 Sunday

## The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.  
New York

J. C. HARRIS, Jr.  
Atlanta

KELLY-SMITH CO.  
Chicago

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# Idaho Takes the Advertising Bit in Its Teeth

A Sale of State Lands Is Advertised with Human-Interest Copy

By E. B. Weiss

"I RAN across this page of 'legal advertising' the other day," wrote E. L. Bourne, advertising manager of the Utah Power & Light Company, in a letter to the editor of **PRINTERS' INK**. "It struck me as being such a radical departure in the right direction from the customary legal advertising in solid columns of agate type which nobody is attracted to typographically and which, in its very solidity, almost defies anyone to read it, that, perhaps you might care to offer some comment on it."

Thank you, Mr. Bourne. We are sincerely pleased to see that at last one State—Idaho—has taken the advertising bit in its teeth and has refused to be guided by the fossilized ideas of legal advertising. And since every other State finds it necessary to do more or less advertising, we are glad to place this brief description of what Idaho has done in the records so that the remaining forty-seven may read and profit.

The piece of copy which Mr. Bourne sent us occupied full-page space in a Salt Lake City newspaper. It was laid out neatly and set up attractively. The caption read: "Announcing to the Public—A Sale of State Lands." This was followed by: "7,000 acres of improved farms, ranches and tracts in several sections of Southern Idaho and eighteen lots near Boise to be sold at auction to the highest bidder."

It will be observed that almost the entire story is told at the very beginning. The prospective buyer does not have to wade through a lot of legal terms before he gets to the "What" and "Where." Then we read: "The State of Idaho is not in the agricultural business and these lands must be sold." That is a frank statement of facts.

And then the State plunges into its story. Readers are told that the land has been repossessed by the State of Idaho through foreclosures of mortgages and cancellations of contracts. A general description of the offerings is given. After that, we are treated to some real salesmanship in print. The copy says:

"With the agricultural and livestock industry again coming into its own, this sale presents an opportunity that is seldom equaled. It provides men and women with a chance to buy a farm or ranch on terms that anyone can afford. You pay only 10 per cent of the purchase price down and the balance is spread over a forty-year period at 6 per cent interest, which is a very low rate."

That is unusual enough for State advertising. But it is not all that there is to this piece of copy. The very next paragraph following the one just quoted shows that the State realizes that Old Man Specific is a valuable salesperson. This paragraph reads:

"For example, if you buy a farm for \$2,000 you pay down \$200 and pay only \$45 a year for forty years on the principal. It is only in a State Land Sale such as this that such attractive terms are offered."

## ENTIRE STORY IS SUMMARIZED

On both sides of this body of text is a box, one of which gives the places and dates of sales and the other the terms of sale. Underneath is a listing of all the lands involved in this sale. Readers are told to "Pick out the ones you are interested in and come to the sale prepared to make your bids on them."

Each offering is then described in interesting style. For example: "A well-improved farm located six miles from Nampa. Improve-

ments consist of a good four-room house, barn and woven wire fence. This tract is now in wheat and this year's crop alone would half pay for the place." Another description reads: "This tract is especially desirable for one wanting to feed stock, as it is right on the Snake River, twelve miles from Nampa. Approximately seventy acres can be farmed, forty acres now under cultivation."

The principal fault of most advertising by States, particularly offerings of this kind, has been that like good children, they have been seen but not hearkened to. Evidently, I. H. Nash, State Land Commissioner for the State of Idaho, felt that advertising which is seen but not read is about as valuable as a whipsocket on an automobile.

Good work, Mr. Nash. We hope to see other States follow in your footsteps.

## What Shall We Teach Our Salesmen?

THE committee on training salesmen of the National Machine Tool Builders' Association, recently submitted an outline of the course of training through which it was recommended that each machine tool salesman should be put. This outline is printed below:

### 1. DEVELOPMENT OF SALES ABILITY

- (a) Analysis of prospect
- (b) Selling power of proper presentation
- (c) Importance of complying with selling system
- (d) Salesmen's reports
- (e) Punctuality in appointments
- (f) Persistency in calls
- (g) Honesty in representing product
- (h) Importance of approach
- (i) Ability to think and relate thoughts
- (j) Analysis of territory
- (k) Conservation of time
- (l) Value of knowing when to stop talking
- (m) Unqualified belief in product

### 2. DEVELOPMENT OF KNOWLEDGE OF PRODUCT

- (a) Experience by actually having made or used product
- (b) Technical points of advantages in product
- (c) Salient features which can be

based on engineering principles or technical features

- (d) To convincingly and simply present the product
- (e) History of product
- (f) Knowledge of raw materials used
- (g) Knowledge of physical capacity of plant
- (h) Knowledge of factors that influence delivery
- (i) Knowledge of usefulness of product
- (j) Knowledge of productability of product

### 3. FAMILIARITY WITH COMPANY'S POLICIES

- (a) Standard of ethics
- (b) Policy in rendering service
- (c) To what extent concern is responsible
- (d) Knowledge of attitude toward competition
- (e) Knowledge of advertising policies
- (f) Knowledge of policy on adjustments
- (g) Knowledge of traffic regulations and policies
- (h) Knowledge of relations with dealers and agents
- (i) Knowledge of sales manual

### 4. FAMILIARITY WITH FINANCE

- (a) Knowledge of terms of sale
- (b) Familiarity with market conditions
- (c) Close study and analysis of company's statistics
- (d) How to read signs in market
- (e) Peculiarities of others in financing sales
- (f) Familiarity with instruments of credit, such as drafts, notes, chattel mortgages, acceptances, shipping documents, etc.

### 5. DEVELOPMENT OF PERSONALITY

- (a) Personal magnetism
- (b) Power of speech
- (c) Quick thinking
- (d) Analyzing prospect
- (e) Habits of action
- (f) Truthfulness, punctuality, neatness
- (g) Attention to business
- (h) Reliability
- (i) Attitude toward competitors
- (j) Self-confidence

Of course, some of the subjects in this outline would apply only to machine tool salesmen or salesmen selling in allied lines. Most of the topics, however, could very well be included in any salesman's course of instruction, almost regardless of what it is that is being sold. In any event, sales managers may find it a pleasant diversion, if nothing else, to check their training courses against this list.

David P. Livingston has joined the advertising staff of The Meredith Publications, Des Moines, Iowa. He was recently with the Des Moines Capital.



## Twenty years of service and of growth!

**T**HROUGH two decades Power Boating has been a definite factor in the development of the boating business.

On the basis of practical service alone it has won for itself a position held by no other boating publication and its growth has reflected accurately the expansion of the boating business year after year.

Power Boating today carries the advertising messages of nearly every national boat builder, marine engine builder and manufacturer in the country. To many of them it is easily the first-choice publication.

December is the twentieth anniversary number. It will give a resume of the development of boats and boating during the past twenty years, and present a forecast of the future made by leaders in the industry.

It will have reader interest and reference value extraordinary. To new, as well as to old advertisers it brings an unusual opportunity. Forms close November 10.

# POWER BOATING

*Registered U. S. Patent Office*

**America's Leading Power Boat Magazine**

**New York**

**Cleveland**

**London**

ABC Member ABC

*A Penton Publication*

## Senator Capper Speaks at Distribution Conference

**B**EFORE a conference on distribution problems at Chicago on October 8, Senator Arthur Capper of Kansas said that the general and widespread ownership of public utilities by their customers represented one of the most significant economic conditions obtaining today. "In the last five or ten years there has been going on an economic revolution," he said. "It has given the country more than two million shareholders in its biggest businesses, and that is one of the most encouraging trends of the time. It accounts for a marked change in our national attitude toward big successful business."

Senator Capper expressed the opinion that although the farmer is immeasurably better off than he has been at any time in several years, he is not yet on a thoroughly profitable basis. "The percentage of return is less, I think, in farming than in any other business," he added. "We still have an agricultural problem which must be settled before we can have a prosperous nation for any length of time."

"There will be even a greater reduction in taxes all along the line made by the next Congress, I think. Many so-called nuisance taxes will be wiped out and among them the excise taxes on automobiles and automobile accessories."

Francis Kilduff, chairman of the conference, emphasized that competition today for the consumer's dollar is keener between distributors than between manufacturers. "There is too much stimulation of business and not enough study of business," he pointed out, deploring the succession of distress sales by retailers. William H. Mann, general manager of Marshall Field & Co., wholesale, said the large wholesale houses will support any move to put retailing on a better basis. He doubted, however, if State associations could hope to accomplish much.

Business is becoming fairly scientific, E. M. Skinner, general

manager of Wilson Brothers, Chicago, told the conference, but the average retailer is slow to adopt the methods used successfully by the mail-order houses, the chain store and the house-to-house salesman. Manufacturers and wholesalers need to route competent men through the territories they serve to show merchants how to conduct their businesses. Mr. Skinner and other speakers condemned the sale as one of the least productive elements in retailing today. The popularity of the sale results from the mistaken notion, they agreed, that increased volume is itself the key to success. Frequent sales add greatly to overhead and the net result is an operating loss rather than a profit.

## Hecker-H-O Campaign Started

The first advertising campaign of the Hecker-H-O Company, Buffalo, N. Y., since its consolidation several months ago, has been started. Newspapers in more than 100 cities throughout the East, South and West are being used. The new style of H-O Quick Cooking Oats, Hecker's cream farina, Presto cake flour, Grandma's pancake flour, Old Homestead pancake flour, Hecker's cream buckwheat flour and Hecker's cream rolled oats are the products advertised.

There will be individual campaigns for most of the articles mentioned, although all advertising will carry the trade-mark of the company and will mention some of the other products. The location of the various campaigns will be governed by the distribution of the product. Plans also call for the use of outdoor and car-card advertising. This advertising is being directed by the Robert M. McMullen Company, New York advertising agency.

## Employing Printers Association to Meet

The fourteenth annual meeting of the Employing Printers Association of America will be held at Chicago on October 19 and 20. The meeting will be addressed by Thomas L. B. Folsom, president of the Employing Photo Engravers Association of America, and Thomas E. Donnelly, vice-president of the Printers Association.

## J. A. Farrell Again Heads Foreign Trade Council

James A. Farrell, president of the United States Steel Corporation, has been re-elected chairman of the National Foreign Trade Council. O. K. Davis was elected secretary and Robert H. Patchin treasurer.

*Your October*

Make a mental note to get  
Scribner's at the next news-  
stand you pass, and ask to have  
a copy saved for you regularly

# Scribner's

Magazine—*Illustrated*—Now on the Stands

## *The Swift Story of One Critical Hour*

A Paris drawing-room,  
a group of people con-  
versing over teacups...  
and beneath it the  
drama of Rosemary's  
love for the young  
artist.

"Salon" is the title,  
Woodward Boyd the  
author, of this compel-  
ling story in the  
October Scribner's  
Magazine.

\*\*\*

Walter Sanders was one  
of golf's most cringing,  
terrorized slaves. A  
tournament was trage-  
dy for him. But Betty

had a tonic for nerves.  
And Philip Curtiss's  
story "The Elixir of  
Lies" tells what it was.

\*\*\*

Martha Sutter, for a  
brief bright period in  
the springtime, found  
love. What it cost her,  
what it meant to people  
around her is the  
poignant revelation in  
Mary Ellen Chase's  
moving story "The  
Garment of Praise."

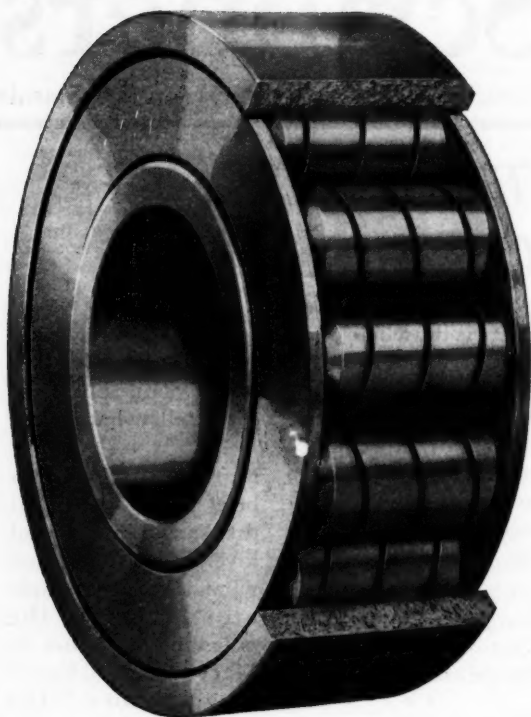
\*\*\*

People are saying  
"Scribner's Magazine  
stories are different."

It's an almost every day occurrence for Scribner's  
Magazine to be asked to recommend "the right school."

ONE OF THE QUALITY GROUP

# HYATT



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## CAMPBELL-EWALD

*Advertising*

H. T. EWALD, *Pres.*

GUY C. BROWN, *Vice-Pres. and Sec'y*

E. ST. ELMO LEWIS, *Vice-Pres.*

J. FRED WOODRUFF, *Treas. and Gen. Mgr.*

# QUIET

**F**OURTEEN years ago we began to co-operate—in an advertising and selling way—with the Hyatt Roller Bearing Company. We were their first agency.

Then—an humble one-story frame building housed their entire business. To-day—a great group of modern structures, spread over nine acres, stands as a monument to the worth of their product, and to the soundness of their merchandising and advertising efforts.

Hyatt Bearings not only are used today in most of the world's motor cars, but most of the world's motorists have come to regard the very name "Hyatt" as synonymous with "Quiet"—and as meaning roller bearings of the highest quality.

Hyatt is still one of our clients!

*The Campbell-Ewald organization of 201 people, owned entirely by the men who operate it, with a volume of business placing it among the first ten agencies in the country, is at your service to handle large or small accounts. At any time, anywhere, we'll be glad to talk with you.*

---

## COMPANY



General Offices: DETROIT, MICH.

NEW YORK  
CHICAGO  
TORONTO

LOS ANGELES  
SAN FRANCISCO  
CINCINNATI

*Advertising  
Well Directed*

## If You Are A Manufacturer—

producing an article that is bought by the average American housewife or consumed in the average American home, you can't go wrong placing your advertising message before the 700,000 families reading the Household Journal. Can a "publicity" advertiser ask for more convincing proof of *intense reader interest* than the fact that small mail-order advertisements in the Household Journal have been known to pull thousands of inquiries?

## If You Are An Agency Executive—

handling "publicity accounts" having a general distribution, you can't go wrong recommending to your clients the Household Journal which has so often proven itself in the hardest field—namely, mail-order.

### *The* **HOUSEHOLD JOURNAL**

IRA E. SEYMOUR, *Adv. Mgr.*  
Batavia, Illinois

Chicago Office  
Rhodes & Leisenring, Managers  
Bell Building, 307 Michigan Blvd.  
Central 0937

New York Office  
A. H. Greener, Manager  
116 W. 39th St.  
Room 634



# How to Judge a Business Paper

There Are at Least Two Distinct Qualitative Standards on Which Judgment Can Be Based

By Paul T. Cherington

Director of Research, J. Walter Thompson Company

FROM the standpoint of the buyer of advertising space there appear to be at least two quite distinct qualitative standards for judging a business paper. It may be judged by:

1. Its contents, or
2. Its influence with its readers.

1. So far as contents is concerned, the judgment may be made with some certainty even though the details of the standards of measurement are difficult to state in a few words. The value of a medium of this sort usually will have a definite relation to how it measures up to three main, and fairly obvious editorial requirements:

(a) *Has it real news quality?*

The answer to this will determine largely whether it is a suitable place in which to put paid-for copy which is designed to reach buyers. The significance of this news quality is difficult to present vividly. We may love a classic or admire a quarterly review; but what we expect from them is essentially different from what we expect from the daily paper, and we soon learn to discover and adhere to the paper that gives us each day the largest measure of what we are interested in out of the doings of the world. Just so, the business paper which has the largest measure of news value to the alert members of any given craft will draw to it a substantial following which will read it and be interested in it for reasons not unlike those leading them to read their daily papers—daily.

(b) *Has it authority?* But the parallel with a newspaper is not complete, for in addition to all the craft news as such that could be presented something more is expected of a business paper. It is of little account without authority.

Summarized from an address given at Chicago on October 14 before the Associated Business Papers, Inc.

This is like credit, like personal integrity, or personal character, or reputation, or honor; it is difficult to break up into component parts and yet without it, all else is of little use. The conditions favorable to its growth include at least one man with a vision, combined with practical knowledge of the craft covered, a staff with ability and industry, adequate financing, and a receptive trade or profession—but the presence of all these essentials does not of itself guarantee authority. That is as elusive as the spark of genius.

(c) *Has it constructive quality?*

William James in writing of "Attention" said: "There is no such thing as voluntary attention sustained for more than a few seconds at a time." And again he says: "No one can possibly attend continuously to an object that does not change" and in the same paragraph he shows that if the topic which is brought to mind by voluntary attention is a congenial one it "develops." Out of these fleeting elements must be built that curious thing often referred to by the hyphenated term "reader-interest." In addition to news and authority the business paper in order to hold its readers calls for the development of ideas, progress, movement, the stirring of thought, the sustained holding of attention by the preservation of a constructive quality in the paper's contents.

It is customary to associate these three ideas of news, authority and constructive quality with the news columns alone; it is a fair question whether business papers, more than any other, should not set up and insist on high standards with respect to these three things in their advertising pages also. It is customary to speak of the contents of the advertising pages as a measure of the quality of a business paper. With the rigid application of such

standards they would be, without it they may be a better measure of the skill of the soliciting staff.

In a peculiar sense the readers of business papers can be expected to read the advertising columns in a commercially serious frame of mind. Why should their attention and intelligence be affronted by dull advertising pages merely because the advertising message is paid for?

#### JUDGING A BUSINESS BY ITS INFLUENCE

2. When it comes to judging a business paper by its influence with its readers, most of the results will be found to be comparative. Arbitrary and absolute standards are difficult to set up or maintain. What is meant by this comparative quality or results may be gathered from some points recently brought out by a mail questionnaire sent to practically all the important architects in the country. Out of less than 20,000 practitioners of the craft, replies were received from over 2,000 concerns. Of the papers in the field of architecture it was found that five were read regularly by more than half of the concerns reporting. The percentage of the total number reporting was as follows:

Magazine A	72%	Magazine D	56%
" B	67%	" E	52%
" C	61%	" F	24%

In all there were over seventy-five publications in this or allied fields which were reported as being regularly read by an appreciable number of architects. In reply to the question as to which of these papers they spent the most time in reading the answers did not coincide with the above order. The same papers were reported:

B	by	37%
C	"	24%
A	"	21%
D	"	17%

In reply to the question, which was found most useful in the office by the chief designer and the specification writer respectively, the results were still different:

Chief Designer	Specification Writer
H—41%	C—31%
C—26%	B—25%
D—23%	— —
A—19%	— —

Obviously each of these four leaders was filling a specific need in the architects' offices of the country both with its reading and its advertising pages. Magazine E, while taken by over half of the reporting concerns, did not rank with the other four on any of these three counts. And yet, it would be difficult to say which had in the abstract the most influence with its readers. All such results must necessarily be regarded as comparative.

Offhand it would look as if a craft having less than 20,000 followers were pretty well supplied with papers when five have so good a showing among the leaders in the business.

Doubtless, publishers of business papers have acquired a great deal of skill in judging the value of their productions and could make a satisfactory appraisal of either their own or other publications of this kind. But for the benefit of those not familiar with the inside factors of the business a system of standards of measurement would seem to offer promise. If a committee of this association were to agree on the factors, aside from the numbers of people to whom the paper is sent, that make a business paper valuable, arrange these in an orderly fashion and assign arbitrary weights to each, it would then be possible for an outsider to judge fairly of the value of any business publication and compare it satisfactorily with its competitors.

In a field as crowded as this, and where the materials dealt with are so well defined in their range, it might be simpler than where the scope of the subjects covered by the reading pages is wider.

By some such method as this a catalogue of business-paper publishers' platforms could be got together on a comparable basis and a method set up for showing in concrete form the aims of such papers and how completely these aims are achieved. Such an As-



F Street at Twelfth, Looking East

## The Other Side of Washington, D. C.

This photograph fairly represents the streets of the National Capital during the hours of the day when the government clerks are at their desks—showing that Washington is more than the government work shops—and is busy with business.

To reach this busy community of close to half a million people you need but one medium—The Star.

Send for "Facts about Washington"—its a very comprehensive digest of things you will be interested in concerning Washington. Your request will bring it.

## The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE  
Dan A. Carroll  
110 E. 42nd Street

CHICAGO OFFICE  
J. E. Lutz  
Tower Building

sociated Business Papers scale, used in connection with A. B. C. audits, would remove much of the uncertainty as to how far a necessarily small circulation is compensated for by the influence of the paper. Any single publisher's claims on this score are open to suspicion of prejudice. But, if the facts about the contents and standing of the paper could thus be gauged by a standard measure, the contents as a measure of value would take on some of the concreteness which an audited circulation now has.

### New Accounts for Boston Agency

The M. A. Packard Company, Brockton, Mass., the American Appliance Company, Cambridge, Mass., and the Brown-Wales Company, South Boston, Mass., have appointed The Kenyon Company, Boston advertising agency, to direct their advertising accounts.

The Packard company, shoe manufacturer, will use business papers and magazines in its advertising. The Brown-Wales Company plans to use newspapers and business papers in advertising its iron and steel products. The American Appliance Company makes "Raytheon" radio apparatus and will use radio magazines.

### McGraw-Hill Transfers J. F. Cleary

J. F. Cleary, who has been district manager at New York, for *Coal Age*, has been transferred to Philadelphia, where he is now district manager of *Coal Age* and the *Engineering and Mining Journal-Press*. He is succeeded at New York by Harold A. Clark, who also continues as district manager of the *Engineering and Mining Journal-Press*.

### R. C. Kennedy to Manage Louisville Papers

R. Campbell Kennedy has been appointed general manager of the *Herald-Post* Company, Inc., Louisville, Ky., publisher of the *Herald*, the *Post* and the *Sunday Herald-Post*. Until recently he was assistant general passenger agent in charge of Western operations of the New York Central Railroad.

### Pen Account for Cross & LaBeaume Agency

The Spencerian Pen Company, New York, has appointed Cross & LaBeaume, Inc., advertising agency, of that city, to direct its advertising account.

### Cole, MacDonald, Wood, Inc., New Detroit Agency

Cole, MacDonald, Wood, Inc., is the name of a new advertising agency business which has been organized with headquarters at Detroit. Walter C. Cole, at one time vice-president and treasurer of The Powers, Alexander & Jenkins Company, is president and treasurer. He was formerly secretary of the Detroit Board of Commerce.

Edmund D. Wood is first vice-president, in charge of merchandising and contracting. He has been engaged for a number of years in automotive advertising and merchandising work. Arch H. MacDonald, previously engaged in advertising work at Chicago and New York, is second vice-president.

Paul Hale Bruske, at one time advertising manager of the Studebaker Corporation and the Maxwell motor interests, has been appointed copy chief.

Among the accounts which will be directed by the new agency are: The Jewett Radio & Phonograph Co.; Gould Detroit Axle Co.; Thomas F. Boothby, real estate; Commercial National Co.; United States Motor Truck Co.; Covert Gear & Manufacturing Co.; Hinkley Motors, Inc.; William M. Finck & Co.; Stiner Piston Ring, Inc., and the Michigan Railroad Association.

### Gain in Postum Net Profits and Sales

The Postum Cereal Company, Inc., New York, and subsidiaries, report a net profit, after charges and Federal taxes, of \$3,791,308 for the nine months ended September 30. This is an increase of \$791,308 over the same period in 1924.

Sales for the first nine months of 1925 amounted to \$21,322,011, and for the corresponding period in 1924 they were \$19,102,392.

### Made Advertising Manager of New York "Telegram"

G. N. Gundersen, who has been with the New York *Telegram* for several years, has been appointed advertising director. He succeeds Thomas Burns, resigned. H. A. Wainwright has been made local advertising manager. He had been assistant advertising manager.

### Martin & Martin Appoint Needham Agency

Martin & Martin, New York and Chicago, makers and retailers of shoes, have appointed the Maurice H. Needham Company, Chicago advertising agency, to direct their advertising account.

### H. R. Denton with "Liberty"

H. R. Denton has joined the automobile advertising department of *Liberty* at Chicago. He was at one time Western manager of *The American Legion Weekly*.

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# The Country Gentleman

made its first appearance as a monthly magazine with the September issue—  
*and here's what happened!*

JOPLIN, MO.—Can use 75 more September Country Gentleman. One boy is building up a route and wants 40 and newsstands are sold out and can use balance. Please increase my draw to 300 copies for October.—Charles A. Reinfro.

LA GRANGE, ILL.—The new Country Gentleman sells like hot cakes. Did not have half enough. Be sure and send 75.—Robert Eckel.

AMERICUS, GA.—The new, big, monthly Country Gentleman sure is great. Scare up 25 more of them for me.—Henry M. Coleman.

MILWAUKEE, WIS.—The new Country Gentleman went over big. Newsstands sold out first day and boys are wild about it. All my branches want more copies. Kindly double my order for October.—C. A. Henes.

TURTLE CREEK, PA.—The September Country Gentleman was completely sold out the first day and the kids are yelling for more. I will need 125 of the October issue.—L. J. Grumet.

PASADENA, CALIF.—Having many calls for Country Gentleman in Los Angeles and unable to supply. Need at least 250 at once.—Hartley Green.

WASHINGTON, D. C.—Stands and stores located outlying districts completely sold out of Country Gentleman.—C. P. Horne.

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**THE CURTIS PUBLISHING COMPANY**  
INDEPENDENCE SQUARE, PHILADELPHIA, PENNA.

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## *Advertising was only ONE of EIGHT things we recommended — and the last one, at that!*

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HE HAD a product to be marketed and he engaged us to "look after the advertising."

WHEN WE presented our recommendations he was amazed, for advertising was only one of *eight* things we recommended—and the last one, at that!

HE HAD supposed we would submit some dummy layouts and a list of mediums, but instead we submitted a sales "objective." On that "objective" we centered all of our recommendations. Some had to do with sales policies, some with production policies, some with the geography of distribution, some with organization policies, and so on, with advertising at the end.

WE KNEW that if we could get his business "in balance" and

the efforts of his whole organization focused sharply on the definite "objective," he could appropriate money for advertising with assurance that every dollar he spent would buy progress toward that "objective." Progress for his business, rather than mere publicity for his product.

THIS IS our usual method of approaching an advertising problem; to crystallize our client's needs and problems, whether they pertain to production, distribution, sales, good-will or prestige, and set up "objectives." We then formulate plans for reaching these "objectives" in the most direct way and by the most economical methods, and carry these plans through to the last detail, after they have been approved by our client.

### *Why we can afford to focus on "Objectives" rather than on "Billing"*

OUR CHARGES are based upon the amount of work required by a client, rather than on the volume of advertising done.

FROM the beginning the founder of this agency realized that while he could expect a certain income from agency commis-

sions, in many cases the commissions earned by an account would not pay for the kind of job he wanted to do. At least, not in the early stages of the work. He believed it would serve the best interests of his clients if he could be independent of "billing."

THERE SEEMED to be just one way to make certain this independence. That was to charge every client a substantial fee as the basis of his remuneration, regardless of the amount of advertising to be done or the methods to be employed.

THIS IDEA has developed into what is now known as the Lillibridge "Fee-and-Budget System." This system is a combination of the fee system (we

charge a minimum fee of one thousand dollars per month) and the sound business practice of making out separate budgets covering every phase of an advertising program *before* it is undertaken.

WITH SUCH carefully worked out budgets a client knows *in advance* not only the amount of his advertising bills, but also where every dollar he appropriates for advertising is going and what it is expected to accomplish for him. And because we are assured of a fair return for our time and skill and labor, the client is just that much surer that every dollar's worth of his appropriation will produce every dollar's worth of results that his and our combined skill and experience can make it produce.

## *The Lillibridge Way of Advertising*

COMMEMORATING THE 25th anniversary of our establishment in business, we have written a book, "The Lillibridge Way of Advertising," a copy of which

we will be glad to send, gratis, to the responsible head of any company who may be interested in learning more about our service.

### RAY D. LILLIBRIDGE INCORPORATED

A GENERAL ADVERTISING AGENCY WITH AN ENGINEERING BACKGROUND

*Established 1899*



*Incorporated 1909*

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# The Sun.

## The Sun's Commanding Position in the Advertising Field Has Been Won Solely on the Character and Quality of the Newspaper Itself

**I**N September, for the third consecutive month, The New York Sun published a larger total of net paid advertising by 71,820 lines than any other Evening Newspaper in New York.

In September The Sun carried 1,253,426 lines of advertising, a gain of 113,894 lines over September of last year. This gain in advertising is greater than the September gain of all the other New York Evening newspapers combined.

Moreover, it is a greater gain than the combined gain of all the New York morning newspapers on their weekday issues and it comes within only two hundred lines (200) of beating any one of these morning newspapers with both its weekday and Sunday issues—six days of The Sun against seven days of the morning.

Last year The Sun carried 13,268,308 lines of advertising and all in six day weeks—no Sunday issues. This year The Sun will show a gain of better than a million lines.

Mere volume of advertising, however, doesn't tell the full story. It doesn't reflect the full meaning of The Sun's very splendid growth in advertising. The full meaning is found in the character and quality of The Sun's advertising considered in connection with the actual lineage gain.

Measuring growth by lineage alone takes no account of character and quality. The newspaper that is careless about the character and quality of the advertising it carries has a wide field to draw upon. A line of advertising is a line of advertising in the count whatever the character.

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# THE NEW YORK SUN

280 BROADWAY NEW YORK

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## Welcoming the New Employee

ILLINOIS GLASS COMPANY  
ALTON, ILL.

Editor of PRINTERS' INK:

It is our understanding that about a year and a half ago, you carried an article in PRINTERS' INK on the subject of welcoming the new employee into the organization, and putting him in his proper relations to the organization as a whole.

We have our files of PRINTERS' INK, but will appreciate it very much if you will inform us of what issue this article appeared in, in order that we will not have to make an exhaustive search.

Will you please advise us of that, and also of other organizations that you know of that are using some sort of printed welcome.

ILLINOIS GLASS COMPANY  
M. R. WESTOVER.

**A**RTICLES on this subject appeared in PRINTERS' INK MONTHLY for September, 1924, and PRINTERS' INK of April 3, 1924. It is a question of importance in every organization.

The larger the plant the easier it is for the new employee, whether he is a factory man, accountant or salesman, to feel lost. It often happens that he becomes so impressed with the idea of his own unimportance in terms of the great organization he has just entered, that he gets a totally wrong idea of the impersonality of the company which has just employed him. The excellent work which gradually developed in the big army camps as the morale of the new man assumed its proper share of importance, is now the definite policy of a great number of large concerns. It usually takes the form of some sort of printed welcome, either a letter, a booklet (or both) and a personal greeting from the personnel manager in plants where they are charged with this duty. In concerns where there are branches in widely separated cities, welcoming the new employee becomes a matter of printed salesmanship as well as personal welcome.

Montgomery Ward & Company, for example, like a score of other companies in a similar situation, issue to each new employee a booklet which, opening with a personal message from the president,

is followed by a more general greeting called "getting started," which tells something of the history of some of the company executives who have come up from the ranks and which points out the opportunities for his own advancement to the new man. A history of the house and details of various employee activities, such as recreation, discounts on purchases, mutual benefit societies and the like is also included. Then come the rules, near the end of the booklet, written in a form which makes them sound more like friendly advice than hard and fast regulations. The result of this combination is a booklet which smooths the way for the new worker and gives him a real idea of the company.

The General Electric Company, the Craddock-Terry Shoe Company, the Fleischmann Yeast Company, and many other big employers of labor also combine rules, history, important information and welcome in a friendly way by means of booklets and letters.

The matter of welcoming a new salesman into the organization is handled in various ways depending on the size of the company, from the lunch given by the president, in companies with a small force, to the booklet plan in some of the very large ones.

In a large number of companies it has proved good policy to have a letter from the president follow the ordinary course of welcome by the sales manager. A good example of how such letters should be written is that sent, after a few weeks, to the new salesman by George H. Williamson, president of the Williamson Candy Company, maker of O. Henry candy. It is a good example because it is friendly and informal in tone instead of being so dignified that it gives the impression of aloofness.

It starts by letting the man know that his work has been noticed. "I've been seeing your name on the reports for several weeks and it's about time I introduced myself," says the president. Then comes some friendly, informative, material about what con-

tinuous production means in wages and purchasing power of the factory workers and relating to the salesman's part in keeping the business on an even keel. This president ends his letter with the wish that the salesman will be with the concern for some time to come, and that he will meet him personally in the near future.

The number of concerns that are using some sort of printed welcome, either booklet, illustrated letter, or personal letter or a combination, is growing larger all the time as business itself becomes larger and giant mergers take the place of the small factory where the big chief knew the whole factory and sales force by their first names.

Every new man is entitled to recognition. Nothing destroys initiative and morale so surely as the discouragement which comes to the man who feels he is ignored and not noticed.

Welcomes of all kinds to new employees seem to succeed in accomplishing their purpose in direct proportion to their completeness, informality and friendliness.—  
[Ed. PRINTERS' INK.]

### Yale & Towne Buy Two Lock Concerns

The Yale & Towne Manufacturing Company, Stamford, Conn., Yale locks, hoists and trucks, has purchased the plants and equipment of the Sager Lock Company, Chicago, and the Barrows Lock Company, Lockport, Ill. The new plants will be continued as separate units for the present. Charles Sager was made vice-president of the Yale & Towne company.

### "Automotive Industries" Moved to Philadelphia

The publication headquarters of *Automotive Industries* and *Motor World Wholesale* has been moved from New York to Philadelphia. Both are published by the Chilton Class Journal Company, which now has its headquarters in Philadelphia. A sales office will be continued at New York.

### Phoenix Insurance Account for Walter A. Allen Agency

The Phoenix Insurance Company, Hartford, Conn., has appointed The Walter A. Allen Agency, Inc., advertising agency, of that city, to direct its advertising and sales promotion.

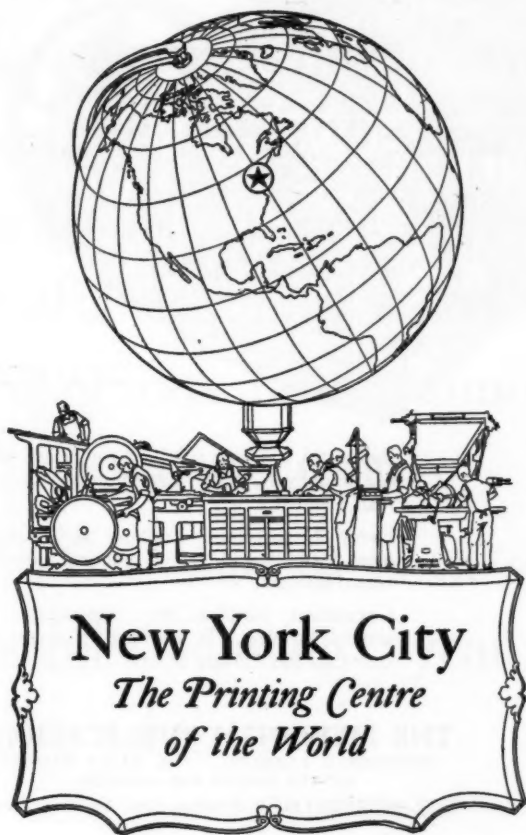
## Trade Commission Protects Grand Rapids Furniture

THE fight which the Federal Trade Commission has been waging against the advertising of certain furniture dealers who, under false pretenses, attempt to take advantage of the prestige and good-will which has been built up for furniture made in Grand Rapids, has resulted in the issuance of a cease and desist order against three individuals trading under the name of the Grand Rapids Furniture Manufacturers' Association, Inc., at New York.

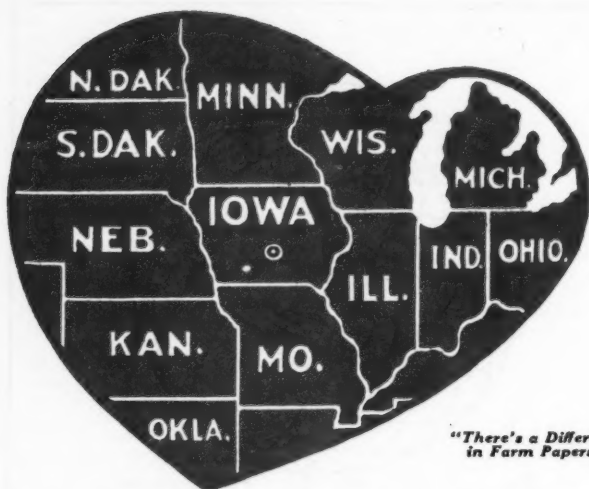
The three respondents named in the Commission's order are Jacques E., Ernest and Norman J. Greenberger. They are charged with intentionally deceiving the purchasing public by advertising that they were the New York branch of an association of Grand Rapids manufacturers. According to the findings, these respondents, prior to the adoption of their trade name, were aware of the existence and activities of the Grand Rapids Furniture Manufacturers' Association.

As an instance of the deceit practiced, the findings cite the use of postcards, at the top of which was printed "Grand Rapids, Mich." These were taken to Grand Rapids by the respondents' agent and mailed, thereby having the Grand Rapids post office stamp on them when received by the list to which the cards were addressed. The cards were signed "Grand Rapids Furniture Manufacturers' Association, Inc."

The Commission has ordered the respondents to cease and desist from directly or indirectly conducting any furniture business under any trade or corporate name containing the words "Grand Rapids"; advertising or selling as Grand Rapids furniture any furniture not manufactured in Grand Rapids or falsely making any representation that their business is in any way connected with a manufacturer or association of manufacturers of Grand Rapids.



Isaac Goldmann Company  
*The Printing Centre  
of New York City*



*"There's a Difference  
in Farm Papers"*

Successful Farming is edited for people who are actually farming—not those who merely read about it.

Every Department, Feature and Article must pass the acid test of practical value to actual farmers.

Circulation parallels the importance of general farming. It just naturally concentrates in the "Heart States".

## THE MEREDITH PUBLICATIONS

SUCCESSFUL FARMING - THE DAIRY FARMER  
BETTER HOMES AND GARDENS

E. T. MEREDITH, *Publisher*, Des Moines, Iowa

# SUCCESSFUL

Chicago Office:  
J. C. BILLINGSLEA  
123 W. Madison St.

New York Office:  
A. H. BILLINGSLEA  
270 Madison Ave.

St. Louis Office:  
A. D. McKINNEY  
Syndicate Trust Bldg.

Kansas City Office:  
O. G. DAVIES  
Land Bank Bldg.

Many of this country's leading advertisers have already made sure that their advertising will be read by Successful Farming's million prosperous farm families. Their orders are in.

1926 is sure to be a successful "farming" year for these advertisers\*.

\*Apologies to Studebaker

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# UL FARMING

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as City Office:  
G. DAVIS  
1 Bush Bldg.

Minneapolis Office:  
R. R. RING  
Palace Bldg.

Western Office:  
C. W. WRIGHT  
Sharon Bldg., San Francisco

F. O. BOHEN  
Advertising Director  
The Meredith Publications

Business from that wonderful city just grows and grows and grows.

And to meet its increasing demands we have opened a branch office in Detroit where we are comfortably situated in the General Motors Building.

Axel W. Blomberg in charge.

**Invest in Newspaper Advertising**

## **E. Katz Special Advertising Agency**

Chicago

New York

Atlanta

Kansas City

Detroit

San Francisco

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# Will the Title Be a "Pervenche" or a "Periwinkle"?

Advertising Lessons for Food Manufacturers from the Titles of Sixty Recipe Booklets

By B. F. Berfield

IN one of his tales of Aristide Pujol, William J. Locke tells of the indignation of the sentimental Aristide, aroused by the treatment given by the English to a flower which the French, who understand such things, have called "pervenche." But the English—they call it the periwinkle.

"And how," asks Aristide, "is one to write a poem about a periwinkle?"

One wonders what Aristide would have to say about cook books.

All of which is the direct result of the study of some sixty or more advertising recipe booklets. The study was made for other purposes than that of looking at the titles, but eventually the titles began to obtrude themselves.

Out of this list there were a dozen or so just, plain "Cook Books." There were perhaps a dozen more "Sixty Ways of Serving This" or "Sixty Ways of Serving That." A certain number of others had nondescript titles, difficult to classify. The remainder had titles that had an unusual twist which often showed a really effervescent zest for living.

Some experienced advertisers cling to the cook book type of titles. It is probably good enough in its way. After all, the woman sends for a cook book and that is what she gets. However, these advertisers might be interested some time to go to a convenient book store and look through the title of the cook books that are offered for sale. They will find, I imagine somewhat to their surprise, that the writers and vendors of commercial recipe books have been turning gradually away from the "cook book" type of title.

Nor can one cavil with the "Sixty Ways of Serving" type of title? It is definite. It expresses

the wide adaptability of the product, and that has its advantages with a product like ham, for instance. When Armour and Company tell the woman that there are sixty ways to serve ham they are giving her news. Yet, when a packet of five or six dozen recipe booklets reveals nearly a dozen in which this style of title is used the observer may be pardoned if he wonders if the thing isn't a little overdone.

What is a title supposed to do for an advertising recipe booklet?

First, it must tell what's inside the booklet. Second, it must win the interest of the prospect. Third, it should lend itself to use in the advertising campaign.

Those are the three chief tests by which the value of the recipe booklet title can be measured. Following is a short list of titles which pretty well measure up to the tests:

Heres Health!—how you can enjoy better health through eating Pillsbury's Bran.

Quality Pies—and How Made. (Gold Medal Flour)

A Book of Better Breakfasts. (Postum Cereal Co.)

101 Prize Recipes (Grape-Nuts) (The number is here but the word "Prize" gives the title a new slant.)

Food Surprises from the Mirro Test Kitchen. (Mirro Aluminum wear)

A Few Examples of the Superiority of Pet Milk for Cooking.

About Cakes and Candies. (Pet Milk).

Let's Have Something Different for Dinner. (Pet Milk)

Health from the Whole Wheat. (Shredded Wheat)

Dainty Desserts for Dainty People. (Knox Gelatine)

Food Economy. Recipes for leftovers and plain desserts. (Knox Gelatine)

Ninety-nine Tempting Pineapple Treats. (Another effective variation of the "Sixty Ways of Serving" type of title). (Hawaiian Pineapple)

My Hundred Favorite Recipes. Mary Blake. (Carnation Milk). (Still another good variation of the "ways of serving" title).

Recipes for Smooth, Rich Ice Cream.  
(Carnation Milk)

These titles may not be perfect but each one comes close to fulfilling the test of good recipe booklet titles. They describe the contents, arouse interest and are capable of adaptation to advertising. This last point, by the way, is one that is frequently overlooked and yet it is perhaps the most important of all.

Almost every advertiser who offers a recipe booklet does so through his national advertising. If the booklet has an attention-arousing title, the task of the copy writer is made that much less onerous and the appeal to the woman who reads the copy is that much stronger. The appeal of "Food Surprises" or "Let's Have Something Different for Dinner" is certainly stronger than the appeal of a title like "Blank's Cook Book."

Titles for booklets are just as important as headlines for advertisements and quite as capable of infinite and appealing variations. The advertiser who overlooks this fact overlooks an important selling asset.

### Uses Columbus Day as Copy Theme

On Columbus Day, Ovington's, "The Gift Shop of Fifth Avenue, Inc.," New York, used Christopher Columbus as a copy theme in newspaper advertising. "We have been in the discovery business for seventy-nine years!" reads the caption under a humorous cartoon picturing Columbus standing on the bow of his ship, evidently delivering a speech to an Indian who stands upon a small island before the ship.

The copy goes on to say that "Mr. Christopher Columbus enjoys a considerable reputation in these and foreign parts as a discoverer—a distinction not unmerited, not unsung!"

"And on this day of his, it is only fair that we, in a small way his imitators, should pay to him our homage."

The copy says that Ovington's got into the discovery business rather late, when there were no new continents to find, but that it has been, and is, searching the old ones and is discovering continually. It laments the fact that its "quarry is less noble than a continent," but consoles itself by saying, "life cannot always be pitched in an epic key, and the charm and beauty of the gifts we bring back may in some small measure make up the difference, and the happiness they bring be some excuse for our search!"

### Misleading Advertising Increases Business Costs

IN the course of his address on October 12 before the New England convention of the Associated Advertising Clubs of the World, Louis E. Kirstein, of Wm. Filene's Sons Company, Boston, brought out the interesting point that untruthful and misleading advertising increases the cost of doing business. He said:

"The advertiser who thinks that he can deceive the public only deceives himself, injures his prestige and interferes with the rights of every other advertiser. Advertising and all business among men is based on only one thing, confidence. Any action that tends to weaken confidence among men and between customer and dealer, injures all business and creates waste by increasing the cost of doing business.

"When a store, after having urged early buying because of complete stocks, says a few days before Christmas that its stocks are as complete as they were December first, the store has either done a tremendous amount of last minute purchasing (and you know how easy it is to get the most wanted merchandise at that time) or else it is deceiving both itself and the public.

"When a store claims that all of its prices are based on selling out its stock completely without marking down goods at the end of the season, it has either found a way of merchandising that none of us knows, or else it has actually deceived itself and hopes to deceive the public. All of us, practically, are guilty of saying: 'Coats which sold at \$55 now reduced to \$29.75' when what we should say is: 'Coats that didn't sell at \$55 now reduced to \$29.75.'"

### Foreign Trade Council to Meet

The thirteenth convention of the National Foreign Trade Council will be held at Charleston, S. C., from April 28 to 30, 1926.



More than one-half of the families in America are clippers of coupons and drawers of dividends. Financial advertisers in Detroit place two-thirds of their entire appropriations in The Detroit Free Press to reach more than half of the better types of families who represent an investment market. This same Free Press market will produce just as handsomely for sellers of biscuits or baby carriages as it does for the sellers of bonds who use it "preferred."

VERREE & CONKLIN,  
INC.

*National Representatives*

NEW YORK CHICAGO  
DETROIT KANSAS CITY  
SAN FRANCISCO



*Mr. Food Advertiser~*

Meet ELIZABETH HALLAM BOHN

Director The New York Telegram

FOOD BUREAU

*An Introduction* TO A FOOD AUTHORITY  
*and* THE MARKET PLACE  
*for 200,000 Homes !*

**E**LIZABETH HALLAM BOHN, Director of The New York Telegram Food Bureau, is a food specialist and authoritative writer of acknowledged repute.

Through her intimately helpful columns in The Telegram's two-page household section, and the influence of the Winifred Stuart Gibbs syndicated food features, advertisers get far more than a "bowing acquaintance" with the Telegram's 200,000 families in the Greater New York Market—they get sales *from* them!

The Telegram's woman's pages offer house-keepers what they most *want*—a close, daily touch with practical suggestions for the home and home comforts, food, hygiene, furnishings, decorations, etc., etc., building a powerful reader-influence, and a *receptive*, ready-made market—a CONSUMING market of 100 per cent interest.

Here is a recognized reader-influence that's building advertising prestige and clinching one unmistakable fact—it pays to SELL through Telegram columns, a *sales-making* force to be reckoned with in covering the Greater New York market.

Is the Telegram on your next New York list?  
*200,000 Circulation!*

## The New York Telegram

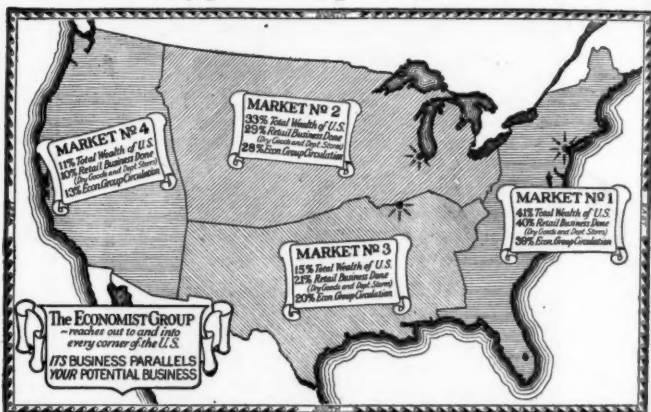
Publication Office, Telegram Square, New York City

Eastern Representative—DAN A. CARROLL  
110 E. 42nd Street, New York City

Western Representative—J. E. LUTZ  
Tower Building, Chicago, Ill.

## FLEXIBLE—EFFECTIVE—ECONOMICAL

*Only the Economist Group offers full coverage of the U.S. dry goods and department store market—*



"TELL AND SELL THE MERCHANT—HE'LL TELL AND SELL THE MILLIONS"

**T**O reach the key persons in the 10,000 foremost stores—

### DRY GOODS ECONOMIST

A national weekly, for seventy-nine years the accepted big-store authority in matters of merchandising. A constant aid to the leading merchants in almost 3,000 cities. (Write for sample copy and further facts.)



**T**O reach dry goods stores, and or by marketing sections—

### MERCHANT- ECONOMIST

A zoned fortnightly, in four editions from New York, Chicago, St. Louis and San Francisco, each geared to fit the special buying and selling needs of its marketing section. (Write for sample copies and further facts.)

## The ECONOMIST GROUP

NEW YORK (239 West 39th Street)

Offices in ten major cities

**Reaching 35,000 stores in more than 10,000 key centers—stores doing over 75% of the country's retail business in dry goods and department-store lines.**

# U. S. Chamber of Commerce Will Register Only Slogans of Cities

The Chamber's Recently Announced Service Will Not Duplicate That of the PRINTERS' INK Slogan Clearing House

*Washington Bureau  
of PRINTERS' INK*

**I**NVESTIGATION has revealed that there is no basis of fact for the recently published statement to the effect that the Chamber of Commerce of the United States would conduct a service for the general registration of advertising slogans. Interviews, last week, with five officials of that organization resulted in a unanimous declaration that the Chamber would not conduct such a service under any circumstances, and that the present system of filing city slogans for chambers of commerce would not be extended to include slogans applied to anything else.

The filing of city slogans, it was explained, is conducted by the Civic Development Department of the Chamber. About a month ago, the department included in a letter to members, an account of the general adoption of slogans by chambers of commerce and other civic organizations, and called attention to the necessity of preventing duplication. As a means to this end, the department offered to open a file of slogans applied to the advertising of cities and towns only, if its proposition met with favor, and to furnish all members and inquirers in the future with information regarding the city slogans on file.

Real estate development in various parts of the country and competition between cities, has had much to do with creating a demand for civic slogans. It is said that practically every town and city in Florida has adopted a phrase of some kind for advertising purposes. In fact, the rapid adoption of slogans for city and community advertising during the last year or two has amounted to nothing less than a fad.

There are now more than 1,000 in use by civic communities, it is estimated, and it is quite natural

that there should have been considerable confusion in their adoption resulting from duplication. It is mainly to prevent confusion that the National Chamber is now co-operating with local chambers of commerce to place on file all civic slogans in actual use.

It is obvious that the Chamber's file of slogans does not conflict with, and that it does not in any way duplicate, the service of the PRINTERS' INK Clearing House for advertised phrases. It is impossible to file anything other than a civic slogan with the National Chamber, and that organization has answered several recent inquiries on the subject to that effect.

The letter sent out by the Civic Development Department resulted in requests to file about twenty-five city slogans. From other sources, the department has collected about 100 more that have been advertised. A complete list (as of October 6, 1925) of the slogans filed by the Chamber follows:

- Akron, Ohio.  
"Akron—The City of Opportunity."
- Albany, N. Y.  
"Albany—Railway, Highway, Waterway and Airway Transportation Center."
- Albany, Oreg.  
"The Hub of the Willamette Valley."
- Alhambra, Calif.  
"Alhambra—Where Life's Worth While."
- Allentown, Pa.  
"Dwell Here and Prosper."
- Anderson, S. C.  
"Anderson Is My Town."
- Atlantic City, N. J.  
"Atlantic City—America's Playground."
- Attalia, Wash.  
"On the Columbia."
- Aurora, Ill.  
"Aurora, City of Lights."
- Baltimore, Md.  
"For the Civic and Commercial Welfare of the City and State."
- Barre, Vt.  
"The Granite Center of the World."
- Battle Creek, Mich.  
"Battle Creek Builds The World Benefits."
- Beaumont, Tex.  
"Try Beaumont First."

- Beaver Falls, Pa.  
 "A City Beautiful, A City Useful,  
 A City Clean."  
 Binghamton, N. Y.  
 "The Valley of Opportunity."  
 Boone, Iowa  
 "Try Boone, You'll Stay."  
 Boston, Mass.  
 "Bigger, Busier, Better Boston."  
 Buffalo, N. Y.  
 "Buffalo Means Business, Boost  
 Buffalo."  
 Burlington, Iowa  
 "Burlington on the Mississippi."  
 Canton, Ohio  
 "The City of Diversified Interests."  
 Cedar Rapids, Iowa  
 "Cedar Rapids Suits Me; It Will  
 You."  
 Chambersburg, Pa.  
 "Chambersburg Constantly Challenges  
 Comparison."  
 Charleston, S. C.  
 "The Gateway to the Seven Seas."  
 Chattanooga, Tenn.  
 "The City That Pays Dividends."  
 Clarksburg, W. Va.  
 "Clarksburg—the Jewel of the Hills."  
 Cleveland, Ohio  
 "Onward Cleveland."  
 Clinton, Iowa  
 "The Bright Spot."  
 Colorado Springs, Colo.  
 "City of Sunshine."  
 Columbus, Ohio  
 "Columbus Welcomes You."  
 Cumberland, Md.  
 "Cumberland Creates Confidence."  
 Danbury, Conn.  
 "Danbury Crowns Them All."  
 Davenport, Iowa  
 "Where the West Begins."  
 Dayton, Ohio  
 "Greater, Brighter Dayton."  
 Douglas, Ariz.  
 "The Gateway to the State of Sonora,  
 Mexico."  
 Duluth, Minn.  
 "Come on to Duluth."  
 Durham, N. C.  
 "Durham Renowned the World  
 Around."  
 Easton, Pa.  
 "Easton, City of Resources."  
 El Paso, Tex.  
 "City Clearing House for Industry,  
 Commerce and Civics."  
 Elyria, Ohio  
 "Elyria, the 100 Per Cent City."  
 Enid, Okla.  
 "All Roads Lead to Enid."  
 Erie, Pa.  
 "For Our City."  
 Frederick, Md.  
 "Buy in Frederick."  
 Fredricksburg, Va.  
 "An Old City with New Ideas."  
 Ft. Pierce, Fla.  
 "The Sunrise City."  
 Ft. Wayne, Ind.  
 "Ft. Wayne—With Might and Main."  
 Ft. Worth, Tex.  
 "All Roads Lead to Ft. Worth—A  
 Manufacturing Center."  
 Galveston, Tex.  
 "The Gateway to the Southwest."  
 Gloversville, N. Y.  
 "Gloversville—Gloves America."  
 Great Falls, Mont.  
 "Watch Our Smoke."  
 Hattiesburg, Miss.  
 "Hattiesburg, the Hub."  
 Houston, Tex.  
 "Keep Boostin' Houston."  
 Indianapolis, Ind.  
 "Indianapolis—No Mean City."  
 Ithaca, N. Y.  
 "Ithaca—Home of Cornell University."  
 Jackson, Miss.  
 "Watch Us Grow."  
 Kalamazoo, Mich.  
 "In Kalamazoo We Do."  
 Kansas City, Mo.  
 "Heart of America."  
 Kinston, N. C.  
 "It Will Be Done."  
 Kokomo, Ind.  
 "Kokomo—Where the Wheels Always  
 Turn."  
 LaCrosse, Wis.  
 "LaCrosse the Beautiful."  
 Lake Charles, La.  
 "Port of Lake Charles, Shortest Gate-  
 way to the Sea."  
 Lakeland, Fla.  
 "The City of Heart's Desire."  
 Laurel, Miss.  
 "The Pasadena of the South."  
 Lebanon, Pa.  
 "A City on the Map."  
 Lexington, Ky.  
 "The Heart of the Bluegrass."  
 Lincoln, Nebr.  
 "Commerce and Education Meet at  
 Lincoln."  
 Los Angeles, Calif.  
 "Nature's Workshop."  
 Madison, Wis.  
 "The Four Lake City."  
 Massillon, Ohio  
 "Massillon Invites Industries."  
 McKeesport, Pa.  
 "Make McKeesport Your Port."  
 Memphis, Tenn.  
 "The Power House of Progress."  
 Miami, Fla.  
 "The Land of Palms and Sunshine."  
 Michigan City, Ind.  
 "Michigan City Where All Facilities  
 Center."  
 Mobile, Ala.  
 "Queen City of the Gulf."  
 Monroe, La.  
 "The Heart of the Earth's Greatest  
 Gas Field."  
 Muncie, Ind.  
 "An Ideal American City."  
 Muskogee, Okla.  
 "Welcome to Muskogee."  
 Nashville, Tenn.  
 "Nashville, The South's Market  
 Place."  
 New Albany, Ind.  
 "Industrial New Albany."  
 Newburyport, Mass.  
 "Old Newburyport Offers New Op-  
 portunities."  
 New Haven, Conn.  
 "Old Elms, But New Ideas."  
 New Orleans, La.  
 "New Orleans—America's Most In-  
 teresting City."  
 Oklahoma City, Okla.  
 "The Center of Commerce in the  
 Land of Promise."  
 Owatonna, Minn.  
 "Do It for Owatonna."  
 Peoria, Ill.  
 "Peoria—The Heart of Illinois and  
 of the Grain Belt."  
 Perry, Iowa  
 "Pros-Perry-Ty."  
 Pittsburgh, Pa.  
 "Pittsburgh Promotes Progress."

# Regional Advertising

at

## Regional Rates

in

### The Christian Science Monitor

An International Daily Newspaper Pub-  
lishing **SELECTED ADVERTISING**

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**ATLANTIC, CENTRAL and  
PACIFIC Editions**

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Rates and Circulation Data Supplied  
on Request

#### ADVERTISING OFFICES

Boston  
Philadelphia  
Chicago  
Cleveland  
Detroit

New York  
London  
Paris  
Florence

Kansas City  
San Francisco  
Los Angeles  
Seattle  
Portland

*"Buy What You Can Use"*

Portland, Me.  
 "America's Sunrise Gateway."  
 Portsmouth, N. H.  
 "The City by the Sea."  
 Portsmouth, Ohio  
 "Where Prosperity Begins."  
 Providence, R. I.  
 "Do It for Providence."  
 Reading, Pa.  
 "Organized for Community Service."  
 Reno, Nev.  
 "The Metropolis of 100,000 Square  
 Miles of Opportunity."  
 Riverside, Calif.  
 "The Birthplace of the Naval Orange."  
 Rochester, N. Y.  
 "Here Quality Dominates."  
 Rochester, Pa.  
 "Buy-Build-Belong in Beaver Valley."  
 Rome, N. Y.  
 "Copper City."  
 Rutland, Vt.  
 "The Gateway of the Green Moun-  
 tains."  
 Salem, Oreg.  
 "The Cherry City of the World."  
 San Diego, Calif.  
 "The Harbor of Opportunity."  
 San Francisco, Calif.  
 "Forward Together for San Fran-  
 cisco."  
 Santa Rosa, Calif.  
 "Home of Luther Burbank."  
 Sapulpa, Okla.  
 "Sapulpa—The Oil City of the South-  
 west."  
 Scranton, Pa.  
 "Watch Scranton Grow."  
 Shreveport, La.  
 "Shreveport Spells Success."  
 Sioux City, Iowa  
 "At the Frontier of the World's  
 Greatest Market."  
 South Bend, Ind.  
 "South Bend—World Famed."  
 South Haven, Mich.  
 "South Haven—By the Big Blue  
 Water."  
 Spartanburg, S. C.  
 "Spartanburg Weaves—The World  
 Wears."  
 Spokane, Wash.  
 "All Roads Lead to Spokane."  
 St. Joseph, Mo.  
 "The City Worth While."  
 St. Louis, Mo.  
 "St. Louis Has the Goods."  
 Terre Haute, Ind.  
 "On the Banks of the Wabash."  
 Trenton, N. J.  
 "Trenton Makes, the World Takes."  
 Trinidad, Colo.  
 "Smile and Speak First."  
 Tuscaloosa, Ala.  
 "Where Everybody Co-operates."  
 Waco, Texas  
 "The Will to Do."  
 Waltham, Mass.  
 "A Quality City Looking for Quality  
 Industries."  
 Waterloo, Iowa  
 "Waterloo's Ways Win."  
 Wichita, Kans.  
 "Watch Wichita Win."  
 Wichita Falls, Texas  
 "The City That Faith Built."  
 Wilmington, Del.  
 "The First City of the First State."  
 Wilmington, N. C.  
 "The South's Seaside Resort Play-  
 Ground."  
 York, Nebr.—"Your Center of Service."

## Advertising Co-operates with Sampling Crews

The Barrington Manufacturing Com-  
 pany, Billerica, Mass., maker of a wash-  
 ing compound for clothes, has started  
 a campaign which ties up with its  
 house-to-house sampling crews. J.  
 Barrington, president, informs **PRINT-  
 ERS' INK**: "This advertising is to be  
 done in close connection with our house-  
 to-house sampling crews, the copy being  
 specially prepared to insure a favorable  
 reception for our representatives. In  
 those cities where the sampling has  
 been completed a straight merchandis-  
 ing series of advertisements is being  
 run."

At the present time, campaigns have  
 been started in Springfield, Haverhill,  
 Pittsfield, Lawrence and Worcester, all  
 in Massachusetts, and will be followed  
 by one in Hartford, Conn.

The Kenyon Company, Inc., Boston  
 advertising agency, is directing this  
 campaign.

## O'Mara & Ormsbee Appoint A. F. Glover

A. F. Glover has been appointed man-  
 ager of a new financial bureau which has  
 been organized by O'Mara & Ormsbee,  
 Inc., publishers' representative. He will  
 have his headquarters in an office lo-  
 cated in the New York financial district.  
 Mr. Glover, until recently had been fi-  
 nancial advertising representative of the  
 New York *World*.

## J. A. Marshall Joins High Bridge Printing Company

James A. Marshall has joined the  
 High Bridge Printing Company, High  
 Bridge, N. J., as editor of its house-  
 organ, the "High Bridge Gazette." He  
 was formerly with the Chatham Press,  
 Chatham, N. J., and previous to that  
 had been editor of the house-organ of  
 the Columbia Phonograph Company.

## Emblem Account for Evans, Kip & Hackett Agency

The E. L. Logee Company, Provi-  
 dence, R. I., manufacturer of emblems,  
 has placed its advertising account with  
 the Springfield, Mass., office of Evans,  
 Kip & Hackett, Inc., advertising agency.

## E. R. Crowe & Company Ad- vances Clemens Moffett

Clemens Moffett, who has been East-  
 ern representative for E. R. Crowe &  
 Company, New York, for the last three  
 years, has been appointed Eastern man-  
 ager, succeeding C. E. Damron.

## H. E. Wormser with Dallas "Times Herald"

Herbert E. Wormser, formerly with  
 the Baltimore *News*, has joined the dis-  
 play advertising department of the Dal-  
 las, Tex., *Times Herald*.



*If Every Agency Man knew what every hardware man knows, Hardware Age would be on every hardware list.*

## The Human Side of a Great Business Publication

*Back of every great enterprise is a human element contributed by those men whose experiences and personalities are reflected in that enterprise.*



Hamp Williams, Contributing Editor  
(Practical Retailing)



AMP WILLIAMS is one of the best known and most successful hardware merchants in the United States. His position in the trade is shown in the fact that he recently served as President of the National Retail Hardware Association and is at present a member of its Board of Governors.

Not only is Hamp Williams a highly successful merchant, but he knows the reasons for his success and is able to put those reasons clearly and forcefully before his audience. A business man and an executive, he is also a constructive thinker and a versatile writer on merchandising subjects. He is now taking time from his busy work-a-day life to send business-building messages to his fellow merchants each week through the pages of **HARDWARE AGE**.

Starting with a meager capital, in a small Arkansas town, he has, by intelligent appraisal of his community's needs and intense application of business principles, built up a highly successful retail hardware institution and made himself a power in the commercial life of his state.

Hamp Williams' messages, coming as they do from the busy work shop of a capable practical merchandiser, have a direct bearing on the problems of hardware selling, which makes them of gripping interest and of actual dollars and cents value to hardware merchants.

By inducing Mr. Williams to share with his fellow merchants the benefits of his long and thorough retail experience, **HARDWARE AGE** has again displayed the enterprise which has made it for seventy years the helpful, dependable business guide of the hardware trade.

*"The Most Influential Hardware Paper"*

# Hardware Age

239 West 39<sup>th</sup> Street



New York City

**SOME advertisers and advertising men apparently nurse a conviction that the only subject a business man can possibly read with interest in a business paper concerns the particular mental or manual routine in which he is engaged from day to day.**

*Under such a belief a bookkeeper who only adds up figures, it is assumed, could not possibly be interested in reading of subtraction or multiplication;*

*A sales manager could not possibly read with interest about buying;*

*An oil producer would never want to know a bit more about oil than how to take a lease and drill a well—he would never be interested in news about pipe lines, refineries and marketing organizations—in spite of the fact that their extent and prosperity determine his prosperity because they are his customers;*

*And it is assumed the refiner and the marketer of oil are likewise running on mental single tracks.*

Hence, such buyers, in gauging a business paper, say, in effect—"Here is a lot of material that doesn't concern our customers' daily routine—they can't possibly be interested in that. We want a paper that talks only about marketing—or only about refining—or only about producing. It must ignore any other topic because the introduction of another topic scares our customers away from it."

The truth is this—the modern executive in the Oil Industry or any other industry **CAN'T AFFORD TO BE SO NARROW IN HIS OUTLOOK.** The day of the single-track manager is past and gone.

To maintain profits today, the successful executive in any of the three divisions **MUST KNOW** what is doing in oil—whether (and why) crude production is rising or declining—what changes in

method or policy are governing refinery operation—what is the trend of the moment and of the future in the final consumption of oil. Unless HE KEEPS PACE with the *whole industry*, he might far better sell out at a sacrifice and retire. The busier he is and the more attention he gives to purchases, the more he needs a publication which completely covers his reading needs.

Therefore, this man at the top, the man with the check-book, reads the news of all branches of the industry and he reads it where he can get the facts fastest, accurately presented in the most interesting fashion, in terms of *the effect of that news on the trend of the industry as a whole*.

That is why "N. P. N.," year after year, spends more on getting the right editorial matter than any other publication in its field and, when necessary, sends long articles in by telegraph to catch the press.

And that editorial policy, in turn, explains why the present paid circulation of "N. P. N." has never been approached by any other publication in the field. Yes—you buy more than one editorial appeal to the oil industry when you buy N. P. N. circulation and you get the consistent attention and active reader interest of the particular executive men you want to reach and must reach to make your advertising profitable.

## NATIONAL PETROLEUM NEWS

812 HURON ROAD

CLEVELAND

### District Offices:

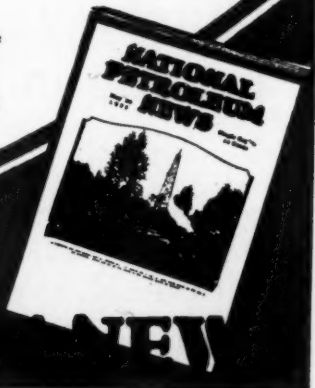
TULSA, OKLAHOMA  
608 Bank of Commerce Bldg.

NEW YORK  
342 Madison Avenue

CHICAGO  
360 North Michigan Avenue

HOUSTON, TEXAS  
608 West Building

Member A. B. C. Member A. B. P.



# DOMESTIC ENGINEERING

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The Business Paper  
of the Plumbing and Heating Industry

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By  
sheer  
merit  
DOMESTIC  
ENGINEERING  
dominates the  
plumbing and  
heating industry.

---

*Member: A. B. C. and A. B. P., Inc.*

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DOMESTIC ENGINEERING PUBLICATIONS  
1900 PRAIRIE AVENUE

DOMESTIC ENGINEERING  
THE PLUMBING AND  
HEATING WEEKLY  
ESTABLISHED 1899

CHICAGO

DOMESTIC ENGINEERING  
CATALOG DIRECTORY  
PLUMBING AND  
HEATING SUPPLIES

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# What Shall the Salesmen Do in Off Seasons?

There Are Great Advantages to Be Gained If They Live in the Territory, So That They May Keep in Close Touch with Customers

BOTSFORD-CONSTANTINE COMPANY  
PORTLAND, OREG.

*Editor of PRINTERS' INK:*

We recently had a discussion with one of our clients in regard to whether salesmen should live at some principal point in the territories which they cover, or whether they should make say, two trips a year from the factory, and spend their time in off seasons around the factory.

Can you tell us what is the most recent trend in this regard, on such lines of merchandise as men's shoes, clothing, hats, men's underwear, and furnishing goods? We have been told that this is a topic of considerable discussion with such concerns as Hart Schaffner & Marx.

BOTSFORD-CONSTANTINE COMPANY  
D. M. BOTSFORD,  
*Vice-President.*

**I**F we were the owners of one of those business houses which send their salesmen out on one or two trips a year and the rest of the time let them sit around home or around the plant, twiddling their fingers, we would be inclined to reason in this manner:

In the first place, we are paying these men an annual salary, but we are getting the benefit of their selling service only during three to six months in the year.

Of course, one might argue that we thus save traveling and hotel bills, but we would have those men of ours living in headquarters towns—Pittsburgh or Cleveland or Detroit, or all three of them, and Chicago, Minneapolis, St. Louis, New York, Boston, Philadelphia, etc. Part of the time the men would be on the road, working adjacent country territory and the rest of the time they would be working headquarters and costing us no expense money.

We have been told recently of the sales activities of a certain concern making a specialty line selling in clothing stores. Once or twice a year its sales force sallies forth from the home plant, scurries around and books up orders, and then scoots for home. Under no condition would those salesmen show their faces among the trade

until a year has rolled around and they are there to book up the next year's orders.

Now, during that year, the dealers in, say, the Minneapolis territory may run clear out of the line. Maybe, in that event, they will send in a mail order. Perhaps they won't. But that is not so important as the fact that if the salesman working that territory were actually living in Minneapolis or St. Paul, he would be around seeing his trade month after month, even during the season when he could not expect much business. Even though he went along for months with practically no orders, we would know that he was busy stimulating the dealers to greater activity on his particular line. It costs no more to have the salesman living in his principal city than living in the town where the factory is located, and he certainly could do a lot more good among his customers than loafing around the factory town. If nothing else, he would be keeping in touch with his customers, showing them how to make his lines move out faster, trying to get them to put his goods out in front, advertising them in their local newspapers and in every possible way getting things in shape for a fine, big order the next buying period.

A sales manager tells of a certain salesman of candy boxes. Candy boxes are usually sold to the confectionery trade along in February, March and April and delivered during July, August and September for the fall and holiday trade. Most candy box salesmen round up their business in the spring and then are seen no more until the following spring. Then, if their last year's numbers have not sold well, they get a cold reception. This particular salesman has his own well-defined territory which he covers as per custom every spring. In fact, there is very

little chance to get orders later on. The manufacturing confectioners must order their supplies in the spring.

But this salesman bobs up again in the early fall. He is frankly not out looking for new business. It is true he picks up an occasional order, but that is not his main object. His real object is to see to it that each candy factory is keeping out in front the boxes bought from him. He is on the job to see that his numbers are not overlooked. He knows that most manufacturers have bought from other box manufacturers and he is around to lobby for his particular numbers. He makes his spring trip to sell the goods and then goes right back over the trade again to see that they in turn are moving those boxes. Thus, when he comes back in the spring for new orders, he is apt to find the factories cleaned up on the lines they bought from him.

Naturally, he is using up some expense money. And this man works on a purely commission basis. But the extra few dollars he spends in his second trip over the territory is a splendid investment, because it assures big orders in the spring.

Among food manufacturers, the California Packing Corporation has thoroughly solved this problem and The Borden Company is probably a still more seasoned veteran in this method of selling as against the older method of loading the trade once a year and then withdrawing sales activity.

In general, canned fruits and vegetables are sold as futures—a plant getting rid of its pack as early and as rapidly as possible, much as a farmer gets out from under on his crop of potatoes. But the California Packing Corporation, with its Del Monte brand, has for years kept its sales effort going the year around. This year-round selling effort, plus year-round advertising effort, has definitely brought Del Monte brand into its own. An interesting new development has been building up summer business on canned fruits through teaching women to freeze the contents of the can.

This is an example of out-of-season advertising and sales work which has paid splendidly.

Milk was for many years purchased by jobbers largely in the spring and early summer. Stocks were laid in during that period and the winter's requirements anticipated. There would be a big "buying movement" and then a gradual selling movement. But the manufacturer or packer invariably got the lowest possible price. He was not a brand builder. The Borden Company, with its various lines of milk products, especially Eagle milk, several years ago definitely pulled away from that policy. Its men were put into the field and kept their territories the year around. In like manner, Borden advertising was taken out of the spasmodic class and made a year-round campaign. It is now some years since Borden advertising and Borden sales activity have gone to this permanent basis, without cessation. Just as Del Monte brand has come out in front through its year-round policy of advertising and selling, so has Borden's milk climbed into a similar position. And these are but two of many similar instances.

#### AN IDEA FOR CLOTHIERS

The clothing trade seems to be the outstanding industry which is still depending on an annual mopping up and then letting it go at that. But companies in the clothing field may derive benefit from a study of the methods of concerns in other lines of business. They might at least try out keeping resident salesmen in their territories, twelve months in the year, except for an annual or semi-annual trip to the factory. At any rate, they could try it out in certain territories. Take a territory on the scale of the Michigan and Ohio territory. A clothing salesman could be kept busy with that trade the year around rather than being sent out on one trip and staying in the factory town the rest of the year.

Supposing we made overcoats, for instance, which have to be sold long before winter comes. When winter is here and the coats are

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# A Market Within a Market

In New York City there is a market formed by the five boroughs consisting of over 6,000,000 people. Centered in these and offering an unusual opportunity for the sale of merchandise to people of above the average means is the

## UNIQUE FIFTH AVENUE MARKET

It is a big task for any company to try to create a market in New York City for any product. It costs thousands of dollars for advertising alone! The expense frightens away many manufacturers. If your product warrants it, why not select the Fifth Avenue market as well worth capturing. Everything radiates from Fifth Avenue. Edge in here and then gradually spread out.

It is estimated that each month 500,000 different persons ride in the Fifth Avenue coaches. Through a card in the Fifth Avenue coaches, at the low cost of \$800 a month for a card in as many colors as you like in every coach (over 400), you can start to educate this unique constituency as to the merits of your product.

Fifth Avenue coach passengers are reached at the low cost of 20 cents per thousand through side spaces; \$1.00 per thousand through front spaces.

*Rate sheet and other information will be sent upon request*

*Agency Commission 13%, Cash Discount 3%*

## JOHN H. LIVINGSTON, JR.

*Advertising Space in the Fifth Avenue Coaches*  
425 Fifth Avenue New York

*Phone CALedonia 0260*

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in the stores, rather than have the salesman for that territory toasting his toes before the warm stove in the factory office, we would want him right among his trade. That is when he could be especially useful. That is when our consumer advertising would be appearing. That is when window displays in the various stores would count for most. That is when a good salesman could be getting our line out in front, into the windows, out where it would have every opportunity to leave the store and make room for the next season's order. The good salesman would be teaching the retail salesmen how and why to push his line and when, next spring, he was on hand with the next year's models, he could say to the buyer: "Well, there's something about our line which appeals to your trade. Maybe it's quality. Maybe it's style. Maybe it's the fair price at which you can sell the line. Maybe it's our attractive advertising. But you see yourself, you cleaned up completely." And everything is set for a big order. A lot different from defending oneself against a buyer who says: "I don't know about your line. We can't seem to get action on it. Got a lot left yet from last year."

Of course, the skilful salesman blames it on the quality and style and advertising. But he knows that a fifth ace in the deck was his personal appearance on the job during the retail selling experience.

It is not enough that a manufacturer sell the dealer. He must do everything he can to help the dealer sell what he has bought. Advertising is an earnest worker on that job, but advertising alone is not nearly so effective as is advertising augmented by the personal effort of the salesman, working with his trade and teaching them how to sell what they have bought.—[Ed. PRINTERS' INK.

#### Appoints Louis W. Bleser

The *Masonic News*, Detroit, has appointed Louis W. Bleser, publishers' representative, New York, as advertising representative in the East.

#### G. Lynn Sumner Heads New Agency

G. Lynn Sumner has organized a new advertising agency business at New York under the name of The G. Lynn Sumner Company, Inc., which will specialize in products used by women in the home.

Mr. Sumner recently resigned as vice-president of the Woman's Institute of Domestic Arts & Sciences, Inc., Scranton, Pa., and as advertising counsel of the International Correspondence Schools.

The new agency has been appointed to direct the advertising of the Singer Sewing Machine Company, New York.

#### Radio Advertiser Starts New Campaign

The Dominion Electric Protective Company, Limited, Toronto, operating protective signal services, recently organized the National Sales and Distribution Company, Limited. The new company is handling sales distribution for the Protective Hamilton radio receiver. An advertising campaign has been started and will run throughout the fall and winter months. Canadian newspapers will be used. This campaign is being directed by Norris Patterson, Lt., Toronto.

#### Syracuse "Telegram" Advances I. L. Moore

I. L. Moore, who has been in charge of automobile advertising for the Syracuse, N. Y., *Telegram* and *Sunday American*, has been appointed, in addition, local advertising manager.

#### "Utah Farmer" Becomes Semi-Monthly

The *Utah Farmer*, published by the Salt Lake City *Deseret News*, has been changed from a weekly to a semi-monthly publication. It will be issued on the 10th and 25th of each month.

#### "American Golfer" Now a Monthly

The *American Golfer*, New York, which has been published every other week, was changed to a monthly publication, starting with the October issue.

#### Heads Toronto Agency

D. McMillan has been elected president and general manager of McKinney, Marsh and McMillan, Ltd., Toronto advertising agency. He has been engaged in advertising work for the last fifteen years.

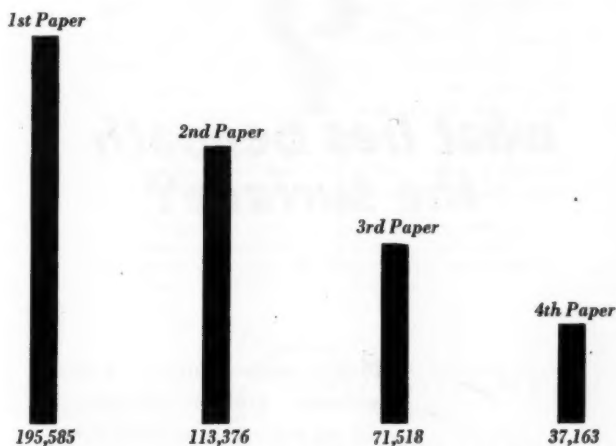
#### Joins "International Studio"

T. J. Francis has joined the advertising staff of *International Studio*, New York. He will cover New York City and State territory.



## "Sold by Department Stores"

The last line in many an advertisement reads—"sold by department stores." If this too appears in your advertising copy then you will naturally choose the Times-Union for your campaign for it carries more department store lineage than any other Rochester newspaper. The four big department stores used the following space in September Times-Union.



### THE GANNETT NEWSPAPERS

*Each the leader in its field*

Elmira-Star-Gazette-Advertiser  
Elmira Sunday Telegram  
Ithaca Journal-News

Newburgh News  
Rochester Times-Union  
Utica Observer-Dispatch

# DO YOU DIG FOR FACTS?



*what lies beneath  
the surface?*

More wages, more wage-  
earners, greater circulation  
of money — no wonder  
**BUSINESS IS GOOD IN  
CONNECTICUT!**

---

# DIG!

## and you'll find prosperity in CONNECTICUT!

Here are facts for busy men—facts that will cause you to think of Connecticut when you consider your new intensive sales campaign:

The number of wage-earners in Connecticut has increased 25%.

The total wage payments have increased 42%.


"The productive value of Connecticut's industries has increased more than 50% in four years."—Federal Department of Commerce.

On August 1st, 1925, the 306,807 families of Connecticut owned 237,324 automobiles and were using 244,279 telephones—an astounding percentage and a wonderful index of prosperity!

Bank clearances are eclipsing every previous year's and savings deposits show a steady gain.

*Connecticut is ready today for the greatest sales campaign you ever waged. And as your greatest weapon of offense — to cover the State thoroughly — we offer*

*The* **CONNECTICUT**  
SIX-STAR  
**COMBINATION**  
BLANKETS THE STATE



HARTFORD COURANT  
BRIDGEPORT POST & TELEGRAM  
NEW HAVEN JOURNAL-COURIER  
WATERBURY REPUBLICAN AND AMERICAN  
MERIDEN RECORD NEW LONDON DAY

GILMAN, NICOLL & RUTHMAN, Representatives

19 West 44th St.  
New York

73 Tremont St.  
Boston

410 No. Michigan Ave.  
Chicago

507 Montgomery St.  
San Francisco



CHARLES DANIEL FREY  
ADVERTISING

INCORPORATED

30  
NORTH MICHIGAN AVENUE  
CHICAGO

*Serving*

CRANE CO.

THE SIMMONS COMPANY

THE CHICAGO TRIBUNE

S. KARPEN & BROS.

*A* COMPLETE ADVERTISING SERVICE THAT COUNTS NO DETAIL OF A CLIENT'S ADVERTISING TOO SMALL TO RECEIVE ADEQUATE AND INTELLIGENT TREATMENT

# Armour Salesmen Distribute Store Signs

They Are Made Directly Responsible for the Quality and Quantity of the Advertising Which Armour Products Are Given in Retail Stores

By T. C. Costello

Of Armour and Company

WE have a corps of salesmen operating out of 508 branch houses who have certain territories; these men are required to call on their trade, usually twice a week, and do their own collecting. They have an intimate acquaintance with their trade who are, naturally, familiar with all the details incidental to our method of doing business.

Another corps of men is sent out into larger territories to specialize on certain products. In their contact with the retail trade, these men usually accompany the local salesmen, thereby giving them a broader knowledge of that product with ideas and suggestions as to the proper methods to develop sales. Still another corps of men is sent out into the territory as advertising men—decorators—whom we call dealer service representatives. These men come in contact with our local salesmen and give them first-hand information relative to the proper distribution and placement of our various pieces of store advertising material. They spend their full time installing window and interior decorations in dealers' stores.

From years of experience, we know that there is a limit to the possibilities and the necessity of installing displays in stores where our products are for sale. We know that we can rely upon our salesmen to place store signs. By having available certain pieces of window display cutouts—reproductions of packages and cartons, large wall posters and various store signs equipped with easels or

strings—we can arrange through our salesmen for store installation. Where a fancy display must be built, we do not expect our salesmen to handle the proposition because it will interfere with their selling. We cannot afford to have salesmen installing displays taking up time that is needed to get orders.

The retail store is the last link in Armour and Company's whole plan of advertising. When a customer comes to the retail store she is actually prepared to buy and she pretty generally has in mind just what she wants to buy, but often buys other products by reason of the fact that the suggestion of purchase has been made to her through the display of product, either the package itself or through the medium of window or interior decoration.

There can be no better display in a dealer's store than the product itself if it can be laid out in a good location in the store.

## SOME SPECIFIC SUGGESTIONS

A piece of advertising material attached to a can that has a price arrangement is an excellent piece of store sign because the urge to buy, price, and the product itself are all together. Such a piece of advertising for us might include a picture of the served product, thereby offering an appeal or suggestion to the housewife. The can has sufficient weight to hold the piece of advertising material in place. Easel back cards should not be encouraged for counter display because they very easily fall over.

For general distribution an exceptional large window display cutout is not a practical piece of advertising material because it shuts out the light and does not

Portion of an address delivered on October 6 at the Chicago convention of the Window Display Advertising Association.

permit the dealer easy access to his window. It seems to be a general practice with our trade to put certain items in the window every day, regardless of what display is being featured as a main part of the dealers' window.

A piece of store advertising material should be easily read; there is no justification for putting a lot of reading matter on a store card. The stock used in making up these store signs and window display cutouts should be sufficiently strong to hold up.

We hear and read a lot about the dealer not having the proper respect for this store advertising material. You will find in a great number of grocery stores four or five pieces or signs hung on a convenient nail. Upon investigation, we learn that these signs were placed by salesmen who apparently are required to take out a certain quantity of advertising material each week, or at stated intervals. The salesman who hangs a piece of advertising on a convenient nail is not interested at all in this store advertising proposition beyond the mere act of doing what he is told—distributing the material. He does not even take the trouble to find a location for his signs.

Dealers tell us that a certain amount of advertising material comes into their store without any knowledge of it on their part until the material is actually received through the mail or with the goods. Very often when a dealer asks a salesman for some advertising material he receives a considerably greater quantity of material than he has any use for, which indicates that the salesman, not only has not the proper respect for his company's advertising material, but he does not use good judgment in distributing it.

An inspection of automobile equipment used by salesmen indicates that there is a lack of interest there because quite a quantity of advertising material is destroyed on account of the way it is carried in the back of the salesman's car.

If an organization has salesmen

—then they are the logical persons to distribute these store signs because they know the dealer, they are developing business and they have the opportunity, through frequent conversations with the dealer, to convey to him the ideas of their principals in conducting their advertising activities.

### Advertising Specialty Men Start Work on Film

Edwin N. Ferdon, who was elected president of the Advertising Specialty Association at its recent convention at Chicago, informs **PRINTERS' INK** that work is to be started immediately on the production of an educational film which will be used for promotional work.

This will be the second film produced by the association. The first one, "The Way to Success," has been viewed by 800 organizations. As a department of the Associated Advertising Clubs of the World, the Advertising Specialty Association is doing this work as a contribution toward advertising advertising.

### New Accounts for Charles C. Green Agency

Eimer & Amend, New York, chemists and druggists, have appointed the Charles C. Green Advertising Agency, of that city, to direct their advertising account. Sasieni Pipes, London, smokers' articles, and the Utility Company, New York, maker of "Gre-Solvent," a hand cleanser, have also placed their advertising accounts with the Green agency. Newspapers will be used for these accounts.

### Los Angeles "Evening Express" Advances H. S. Sharpless

H. S. Sharpless has been made business manager of the Los Angeles *Evening Express*. He had been auditor for this paper for many years and succeeds Frederick Wagner, whose appointment as general manager was previously reported.

### Fall Campaign for Canadian Industrial Alcohol Company

The Canadian Industrial Alcohol Company Ltd., Montreal, will use business papers and newspapers in a fall campaign which is being planned. The Advertising Service Company Ltd., also of Montreal, will direct this campaign.

### Death of Frederick Locke

Frederick Locke, foreign sales and export manager of William R. Warner & Company, New York, died at White Plains, N. Y., recently. He was in his fifty-fourth year.

# Is this advertising acceptance?

*These advertisers have appeared in the AUTOMOTIVE DAILY NEWS since its first issue on Thursday, August 27, 1925. How many times in your opinion have you seen such an immediate acceptance on the part of America's Leading Advertisers?*

Rickenbacker  
New Departure  
Chevrolet  
Apperson  
U. S. Light & Heat  
Chrysler  
Kellogg Manufacturing  
Co.  
Bendix Brake  
Continental Motors  
Ternstedt Manufactur-  
ing Co.  
Capper's Farmer  
Rotary Lift  
The New York Sun

Detroit Carrier & Mfg.  
Co.  
Locomobile  
Hupp  
American Society for  
Steel Treating  
Pierce-Arrow  
Rawlings Company of  
America  
Nocarb  
Buick  
Flint  
Oakland  
General Motors  
Wisconsin Parts

## Automotive Daily News

1926 Broadway, New York City

# Will Fifth Avenue Copy Sell Main Street?

This Government Worker Believes in Farm Copy for the Farm Market

*Washington Bureau  
of PRINTERS' INK*

**D**URING the last few months, a number of advertisers and advertising agents have appealed to the Office of Co-operative Extension Work of the Department of Agriculture for facts concerning merchandising methods in the farm field. Many of these letters and personal calls were the result of two articles recently published in *PRINTERS' INK*,\* which discussed certain merchandising phases of the work. A general summing up of the information that those inquiries requested reveals some interesting and valuable facts regarding effective farm selling and advertising practices and the results they produce.

Information for the previous articles was given by Grace E. Frysinger, home economist of the Department of Agriculture, who is in charge of the extension work in the North Central States. She has made a special study of the relation of manufacturing and merchandising to the extension service, and has handled practically all of the recent inquiries from advertisers. She has just returned from a two-month trip throughout her territory and because of the increasing interest of manufacturers, she paid particular attention to the merchandising phases of the co-operative demonstrations.

"A number of advertisers," Miss Frysinger said, "have asked us why their advertising is not producing better results. From a great deal of advertising observed during the last three months, the reason is obvious to anyone who is familiar with living conditions on the farms. Aside from many of those advertisers whose products are used only on the farms, I think entirely too much advertising fails to show an understanding of the farm

market. The general appeals, through advertising, to the farm women of the country indicate that many advertisers do not know the facts of farm living. Or, if they do, they are using advertising designed for city circulation in the farm publications.

"It has been frequently said that any appeal that will sell goods in the city will also sell them on the farms. The basic needs in the farm and city home are identical; but they require a different method of presentation and illustration to make them equally effective. The difference is well illustrated, I think, by a series of advertisements recently published by a manufacturer of alarm clocks. While the city family buys an alarm clock for the same reason that the farm family buys one—to get up at a certain time—the habits and activities of the two families vary widely. In this case, the advertiser has taken pains to express his appeal in terms of farm life, and in a way that is specifically applicable."

## FARM COPY FOR CLOCKS

One of the series referred to was headed "Pedigreed Clocks," and its text made the statement: "You pay considerably more for a herd bull with a good pedigree than you would for a grade animal, because you know what to expect from the pure-bred. You can buy clocks with the same certainty." The copy then went on to describe the clocks and their application to farm living.

From a pile of booklets, catalogues and periodical advertisements on her desk, Miss Frysinger selected several specimens.

"Probably the best advertisements in the farm publications," she said, "are published by the manufacturers of farm implements and the things that are used exclusively on the farms. They are evidently written by men and

\*See *PRINTERS' INK* for April 9, 1925, page 131 and April 16, 1925, page 57.



# *The* **RADIO DEALER**

Through the effective character of its circulation, alert and reliable service to the reader and because of its direct appeal, **The RADIO DEALER**, published monthly, leads *all* publications in Radio Advertising and in results to Radio Advertisers.

## **MOTORBOAT**

The only semi-monthly in its field, the leading authority since 1904 and the publication of greatest influence in its field.

## **PAPER TRADE** ESTABLISHED 1872 **JOURNAL**

Published weekly. The technical authority of the paper and pulp industries.

## **TOBACCO**

The weekly trade journal of the tobacco, cigar, cigarette, snuff and allied industries.

## **AMERICAN** **STATIONER** AND **OFFICE OUTFITTER**

The weekly trade journal of the stationery, office outfitting and kindred fields.

*Rates, Circulation, Dates, etc., upon request*  
**10 EAST 39th St., NEW YORK, N. Y.**

*Telephone—Caledonia 0560*

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## *Not Just Three Papers Reaching Foreign Fields*

That idea is an old one. And when a publisher's responsibility to his advertisers stops when his paper is wrapped and put in the mails, the real job is only begun. It is one thing to *accept* advertising, print it, and then wait for the kettle to boil. This is the *easiest* way. It is quite different for a publisher to follow through with the personal efforts of a widespread field force, organized to pave the way for the American manufacturer so that his advertising will *work*.

## *But Something Going Even Farther Than Circulation*

Hand-picked circulation is essential, but it is not all. When it is supplemented and strengthened by the publisher's close, intimate contact between the manufacturer and his customer abroad, the difficulties encountered in foreign trade will be no greater than those in the domestic market. When specialized circulation is linked with specialized personal staff effort *in the field*, a direct business liaison is established which opens up new and profitable foreign trade channels.

## *An International Organiza- tion Pledged to Extend Your Trade*

First, by accepting as subscribers to its three business papers only such readers as are influential factors in their field—men, who because of their positions are vitally interested in keeping up-to-date on the news of their industries. Second, by placing at your disposal a full-time, salaried field organization located in strategic business centers abroad, so as to bring buyer and seller closer together. Never before has any publishing house so deeply concerned itself with the intimate business contact problems of American manufacturers.

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## What this Broad Service Means to You

It means that you now have direct representation in the field by men who are able to point out and put you in touch with foreign distributors.

It means that if you now have distribution, these men will analyze the situation and tell you why your goods are not selling, should this be the condition. They will tell you exactly where the fault lies: whether the trouble rests with your distributors, the goods or your prices.

It means that these representatives, acting for the extension of your foreign trade, will make sales surveys in the markets you want to reach.

It means that they will compile valuable statistics from which you can chart your sales activities.

It means that they will personally supervise circulation in their territories, so that the papers which carry your sales message will be sure to reach the right type of reader—the men who buy or influence buying. No circulation is wasted.

And finally, this powerful sales force, consisting of picked circulation and personal representation, is backed by the great publishing houses of the McGraw-Hill Company, Inc., and the United Publishers Corporation, the greatest business paper publishers in the world, who jointly control the Business Publishers International Corporation and combine the strength of their vast resources so that your foreign business may be expanded along the broadest lines.

## Business Publishers International Corporation

Controlled by McGraw-Hill Company, Inc.  
and United Publishers Corporation

225 West 34th St.

New York

'Phone Chickering 4484



Recognized as the handbook of Latin American industrial and technical progress. Accepted and widely read by men who are doing things throughout the Spanish-reading world, wherever vast development is taking place. The reference publication for buyers of machinery, technical and industrial supplies and equipment.



Literally the authoritative export magazine of the automotive industry, read and used as a buyer's guide in more than fifty countries of Africa, America, Asia, Europe and Oceania. THE AMERICAN AUTOMOBILE, (Overseas Edition) is the only business paper in English that adequately portrays the international progress and achievement of the automotive industry.



An institution of the automotive industry in Spanish reading countries, reaching distributors, wholesalers, manufacturer's agents, dealers and sub-dealers of automotive products throughout South and Central America, the West Indies and the Caribbean, Spain, Portugal, the Philippine Islands and parts of Africa.

they appeal to men in their own language. They are splendidly illustrated. But before we discuss the appeals to farm women I want to ask you a question, and will ask you to keep in mind the fact that the average farm woman is just as practical as the average farm man.

"What would you think of an advertisement that illustrated a reaper being demonstrated by a farmer in a full dress suit and wearing a silk hat? The advertiser wouldn't get very far with his appeal, would he? Every farmer who saw the illustration would think that he was being made fun of, or that his intelligence was insulted. It would not be good advertising, would it? Then why was this ever published in a farm journal?"

She referred to an advertisement in colors, illustrating a demonstration of a widely advertised household appliance. The model was clothed in a satin gown trimmed with white lace, and wore slippers with high French heels, as if she were about to attend a fashionable reception.

"For the last ten or more years," Miss Frysinger observed, "our army of co-operative extension workers has been demonstrating and proving to many hundreds of thousands of farm women and girls facts that are opposed in every way to that illustration. We have proved that shoes with low, flat-heels are by far the best. We have shown the better utility of loose fitting washable garments for work about the home. And we have demonstrated these facts on the basis of health, utility, the saving of time, and the prevention of fatigue.

"Here is another that is typical of a large class. You will notice that it is a beach scene, and that it is supposed to advertise a well-known toilet article. It was published in several popular farm journals. Its coloring is superb and rather true to life; but I don't think that it will sell anything, although it is a pretty picture. In the first place, I'm sure that the average farm woman will consider the figure of the girl, clothed in a

very scanty one-piece bathing suit, as exceedingly immodest. Very few farm women go to the seashore, and in my opinion the entire proposition is too far removed from the facts of everyday living to carry conviction to the average farm woman.

"Now I've visited thousands of farm homes, and I've never seen one in all my life that even resembled the room illustrated by this advertisement. Does the advertiser mean to convince the farm woman that one of his rugs will make the living-room in her home look like the room illustrated? If that is his object, I'm sure that he's going to be sadly disappointed. If this advertiser sold plows I'm sure he wouldn't illustrate a farmer plowing up Broadway; nor, if he sold fencing would he show his product being placed around a city dwelling—not if he expected to sell a farmer. Then why does he attempt to sell the farm woman by illustrating his goods in a room that might be in a formal Fifth Avenue mansion? And please let me emphasize again that the average farm woman is the most practical woman in the world. Hard work, economy, eagerness to enjoy life, and ambition for her family have made her so."

#### IS THIS POOR COPY?

Next for discussion was a group of advertisements from farm journals and several booklets and small catalogues mailed to farm homes. They were all published by manufacturers of bathroom fixtures and equipment. All of the illustrations were elegant in appearance and most of them were far removed from farm subjects. One of the advertisements illustrated a scene in which a beautiful woman, clothed in a silk kimono, was being attended by her maid.

In regard to these appeals, Miss Frysinger mentioned that several years ago the Department of Agriculture made a survey which indicated that only 20 per cent of the farm homes in the country have bathtubs. This survey included 10,044 homes, and it revealed a large market that had been scarcely scratched for bathroom fixtures.

"In a great many instances since then," she explained, "extension agents and others connected with the Department of Agriculture have induced people to place water systems and completely equipped bathrooms in their homes. The farm women have had much to do with this improvement, and their influence is unquestionable. The work of the extension agents has been exceptionally effective because it was based on improved health and sanitary conditions, convenience and the saving of time because of the piping of water, and the relatively low cost of installing the fixtures. But, strange to say, I have not been able to find any of these reasons emphasized or even mentioned in these advertisements and booklets published by the manufacturers.

"And here is a booklet that has been widely circulated by a yarn manufacturer who has missed the mark just as widely. Lately, complaints have reached us from several manufacturers in this line who have asked why their business in the farm field has declined. There are two reasons, and I think the lack of effective advertising supplies one. The other is that, for economic reasons, the women on the farms are doing considerably less knitting than they formerly did. They are finding better uses for their time; but there is still undoubtedly a good opportunity to sell knitting yarns to farm women and girls.

"Here is an instruction booklet, showing how to make a number of attractive garments. Look over it and you'll find that sweaters are illustrated almost exclusively. You'll also notice that every design is frilly, more or less, and evidently shown because of its fashion appeal to feminine vanity. The booklet bears every evidence of having been written and designed with the sole idea of supplying the demand of the flapper type and flapper age girl who is living in a city apartment with steam heat, every modern convenience, and much leisure time.

"The city and the country women wear sweaters for the same

reason—to keep warm. But the conditions of their keeping warm are vastly different. The city woman wants a light garment to slip on when the steam goes down for a time and the room grows chilly. The farm woman must have a heavier, more practical garment, one that will protect her when she goes out to feed the chickens or, perhaps, carry in an armful of wood.

"There can be little doubt that the advertiser's appeal would have been vastly more effective if it had been expressed in the language of farm living and for more practical purposes. Suppose this booklet had illustrated a warm sweater for the woman's husband or son, especially designed for slipping on easily when the farmer gets up at four o'clock in the morning. Then, suppose it showed the children going off to school, protected by suitable warm sweaters of simple design. And I am sure that the advertiser's effort would have been very much more effective if he had shown consideration for the farm woman by displaying garments that could be made quickly and with the fewest possible number of stitches.

#### AUTO COPY MISSES THE MARK

"In hundreds of advertisements I've found the same variation between the language and purpose of the appeal and the facts of farm living. It is the same with the copy as with the illustrations. The other day, I carefully examined a farm magazine that is read by farm women. Five well-known automobiles were advertised in it but not one of the advertisements was based on the conditions as the farm woman knows them.

"One of the advertisements illustrated the car in a conventional manner, and the rest of its space was devoted to an extravagant description of the beauty of design, elegance of upholstery, and so on. Now I can't see how an advertisement of the kind could win the favor of a single farm woman, unless she were the wife of a very wealthy farmer. If the average farm woman were attracted by the elegance of the car, I'm sure she would sacrifice her desire for ele-

# TWENTY YEARS OLD TODAY

*(Reproduction of a Tulsa World Editorial  
September 14, 1925 Issue)*

**T**HE TULSA WORLD is 20 years old today. That is not a very long period as time is usually measured, but it covers practically the entire growth of this city. Prior to 20 years ago Tulsa was just a wide place in the road. It wasn't even regarded as one of the principal cities of what has since become the commonwealth of Oklahoma. It was some time before it even ranked as the third city of the State. But from that time forward it grew like the proverbial green bay tree, with scarcely a let up in its forward march.

**F**ROM the first day of its publication THE WORLD has been the first newspaper in every respect in Tulsa, and it will continue to be the first newspaper in this city and the first newspaper in its entire trade territory as long as it is published. The only way THE WORLD could ever be forced to take second place in its field would be for Tulsa to take second place. That is incomprehensible. The growth of THE WORLD has always been bound up in the growth of Tulsa and Tulsa is going to be not only the first city in Oklahoma, but the first city in the entire Southwest.

THE WORLD is proud of the

success it has attained, it is proud of the city in which it is published, proud of the people who compose this cosmopolitan metropolis, and has no apologies to offer either for itself or the proud city it is and always has been proud to represent. This newspaper as none other breathes the very spirit that has made Tulsa what it is today and will continue to mark the path for future progress and growth. THE WORLD has never been wrong on a single position it has taken affecting the growth and development of this city. It challenges a contradiction of that statement from any source!

**T**HE position occupied by **THE WORLD** at home as well as abroad is a source of pride to the entire community and is a matter of very great satisfaction to its makers. *It is the one independent and untrammelled influence in this entire State today and always has been. It is not afraid to speak its mind and has always had the courage of its convictions. It is not a mere psalm singing platitudinous mouth-piece, currying favor with this, that or the other influence or interest for the sake of securing business or encomiums.* It gets its business because it is able to render adequate and profitable returns to its advertisers, and it secures its readers because it is the best newspaper published in its field and without a superior anywhere.

It has carried for the past several years a larger volume of advertising than any other paper in the entire Southwest. It has been the victim of more mud-slinging slander and libel perhaps than any newspaper ever published. Peanut politicians and panhandling reformers have especially strained their

anatomies trying to malign and traduce this newspaper, but one by one they gather themselves into the purlieus of things that were—gone, gone and forgotten!

**A**ND why? Because underneath all it has to say in criticism or otherwise of principles and people **THE WORLD** has a warm heart and a deep affection for all the folks and all the activities that go to make up a cosmopolitan community, and it has faith in itself and in the city it represents and is not afraid. **THE WORLD** is grateful for all the blessings it has enjoyed and being grateful stands ever ready to prove its appreciation and devotion to the proudest, fairest and most virile and dependably independent fearless and progressive community that ever existed in any State in this entire Nation. **THE WORLD**, therefore, enters the twenty-first year of its existence full of hope, confident of the future as it is proud of the past, holding high the torch of liberty and progress and bespeaking for all a full mead of prosperity throughout the coming years.

# TULSA WORLD

OKLAHOMA'S GREATEST NEWSPAPER

## Representatives

Bryant, Griffith & Brunson, New York, Boston, Atlanta  
The Ford-Parsons Company, Chicago, San Francisco  
Davies & Dillion, Kansas City, Mo.



gance for the assurance of dependability. The farm woman does not take mechanical perfection for granted. She'll give her preference every time to the car that will stand up and deliver, that will pull out of mud and sand, and enable her, every day in the year to get to town and back between the time the dinner dishes are washed and time to cook supper, and do many other necessary things.

"I wish that I could express the needs of farm advertising more constructively, with examples of advertising that are based on facts; but advertisements of the kind seem to be all too few. Occasionally, you find one like the Radiola appeal for 'Gay Times on the Farm'—a well-illustrated advertisement that is true to farm life.

"No intelligent advertiser, I'm sure, would expect results from his advertising in metropolitan newspapers or periodicals circulated in the cities, if he advertised fashionable dresses and shoes and the like with illustrations of farm scenes. Then how can he expect to appeal to farm women with illustrations that are entirely divorced from their lives?

"The truth of the matter, as shown by the advertisements, booklets and catalogues I have examined lately, is that too many advertisers in the farm field are presenting illustrations and copy to the farm women of the country that are as far removed from their daily lives as visionary dreams. I have no doubt that the majority of advertisers in the farm field can secure much better results by studying conditions and then basing all of their appeals on the actual facts of farm living."

### G. M. Murray Joins Charles W. Hoyt Agency

George M. Murray, formerly advertising manager and assistant to the president of Lehn & Fink Products, Inc., New York, has joined the Charles W. Hoyt Company, advertising agency, New York, as an account executive.

### "Automotive Daily News" Appoints B. F. Caston

B. F. Caston has been appointed classified advertising manager of the *Automotive Daily News*, New York.

### Carl J. Schumann Heads Association of National Advertisers

With the resignation of G. Lynn Sumner as advertising counsel of the International Correspondence Schools and vice-president of the Woman's Institute, he automatically ceased to be president of the Association of National Advertisers, Inc. Carl J. Schumann, who had been vice-president, has succeeded to the presidency. Mr. Schumann is secretary of the Hilo Varnish Corporation, Brooklyn, N. Y.

### "Semi-Annual Digest" to Be Published Quarterly

*The Semi-Annual Digest* of co-operative agricultural extension workers' activities, published by the American Farming Publishing Company, Chicago, will be issued quarterly as *The Agricultural Leaders' Digest*, beginning with an October number. The new publication will have a type-size page of 4½ inches by 7 inches.

### Laundry Machinery Account for Montreal Agency

D. & J. Tullis, Ltd., Clydebank, Scotland, manufacturer of steam laundry plants, machinery, etc., has organized a Canadian subsidiary at Montreal under the name of the Premier Laundry Machine Company, Ltd. The Duncan S. Blaikie Advertising Agency, also of Montreal, will direct the advertising of the new concern.

### "Harper's Bazar" Advances J. Sherwood Smith

J. Sherwood Smith, director of trade service for *Harper's Bazar*, New York, has been appointed advertising manager. He will continue with his former work in addition to his new duties. Mr. Smith succeeds E. L. Starr, who has resigned to become vice-president in charge of sales and advertising of Primrose House, New York.

### New Campaign for Diana Cake Flour

The Diana Food Products Company, Montreal, maker of Diana cake flour, will use newspapers in the Provinces of Ontario and Quebec in a campaign which is being planned. This advertising will be directed by the Duncan S. Blaikie Advertising Agency, also of Montreal.

### William E. Meyer Dead

William E. Meyer, publisher of several weekly newspapers published by the Port Terminal Publishing Company, New York, died at Flushing, L. I., on October 11, at the age of thirty.



There are thousands  
of good dealers and  
enthusiastic owners  
who find it impossible  
to attend either of the  
two big auto shows!

/ / /

So they learn all about the exhibits at the shows—the new cars, accessories and equipment—through the editorial and advertising section of the January Show and Reference Number of MoToR. Each year approximately 60,000 dealers and owners walk up to the newsstands and pay \$1.25 for the Show Number, while another 40,000 tradereaders receive it as part of a yearly subscription. Final forms for the advertising section close on December 10th.

## MoToR

*"The Automotive Business Paper"*

EARLE H. McHUGH • Business Manager

119 WEST 40TH STREET, NEW YORK

Boston American Building • BOSTON  
Hearst Building • CHICAGO

Bellevue Court Building • PHILADELPHIA  
Kresge Building • DETROIT



# THE BIGGEST ITS SIZE IN

# "MONEY"

—And the Janesville, Wisconsin, Market is sure shouting this season!

Such crops! Mother Nature has turned her horn of plenty upside down on Southern Wisconsin with Janesville right in its center. The wonderful yields have surpassed all expectations.

Truly a rich market! In the boundaries of Gazette Circulation a \$1,000,000 tobacco crop has just been harvested. All field and garden crops are the finest ever grown in this section of the country.

In 1920, an exceptional year, the farm value of principal crops raised in the Gazette Market was \$14,664,000. From 1921 to 1924, inclusive, the crop values for the same area were between \$9,000,000 and \$12,000,000.

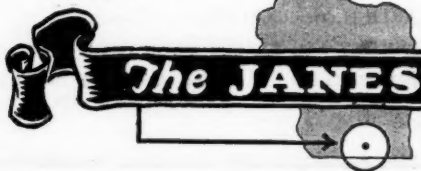
## *What of the Southern Wisconsin Farmer in 1925?*

Every Government Bulletin and actual farm census heralds the fact that Southern Wisconsin farmers will have \$16,000,000 to spend for their year of labor; as that is the actual value of products raised on our farms this year. Add to this the value of milk produced on these farms and the revenue derived from the sale of pure bred cattle and the total is brought to over \$28,000,000. dollars.

## The Janesville Daily Gazette

Janesville Population  
20,785

H. H. BLISS  
Publisher



# The JANESVILLE

WEAVER-STEWART CO., INC.  
Eastern Representative  
Metropolitan Tower  
New York City

# ST N NEWSPAPER of AMERICA



## Y TALKS"

### *Twenty-eight Millions to Spend!*

Some of this will buy seed, fertilizer, tractors and other articles to keep the machinery of the farm moving. A good portion will go to buy foodstuffs and clothing for the farmer and his family. Sound investments for rainy days will also claim its share of this income.

All manufacturers, producers, or service organizations can well afford to be interested in this market. Add the \$7,702,980 Annual Gazette Territory Payroll to this farm income and you have here a market whose 1925 supply of ready cash is nearly \$36,000,000.

### *Does This Mean Anything to Advertisers?*

It means that here is a ready, responsive section whose sales potentialities are great. It means that the Gazette should be given serious consideration on your advertising schedule.

The Janesville market is one of the best on the map today. The Janesville Gazette is the key to this market. It covers the city with 100 per cent circulation and overlaps a 30 mile radius containing 29 important towns and cities tributary to Janesville. All of these centers are intensely receptive to products advertised in the Gazette.

If you want to share in the prosperity of this market The Merchandising Service Department of the Gazette can help you.

Janesville, Wisconsin

THOS. G. MURPHY  
Advertising Manager

Full Facts  
on Request

# DAILY GAZETTE

WEAVER-STEWART CO., INC.  
Western Representative  
London Guaranty Bldg.  
Chicago



# The Limitations of Advertising

Don't think advertising will attain the impossible. It is not the whole thing in business. Where you find a business successfully advertised, there also will you find a product and particularly a management that would succeed without advertising. The advertising has brought a larger success, and in a shorter time.

Unless your product has qualities for success in its appeal and cost, and unless you yourself have the qualities requisite to successful, aggressive management, no advertising expert can help you much. But with those advantages, you can profitably employ experienced advertising counsel, much as ships use the service of pilots in leaving and entering port.

Here we have men of seasoned ability and of long experience in merchandising and advertising. Consultation involves no obligation.

*"What is advertising" a series of which the above is one has been published under this title. The entire series will be sent upon request.*

**C. C. WINNINGHAM**  
*Advertising and Merchandising*

GENERAL MOTORS BUILDING  
DETROIT

This advertisement was first printed in a trade publication devoted to advertising interests. Subsequently another advertising agency, using the same headline, with acknowledgments to us, presented views along the same line. The coincidence emphasizes that wide experience must find paralleling truths in advertising—that there is no magic in it, that it is only a helpful part of business and, like all others, restricted with limitations that only the novice will deny.—C. C. Winningham.

# The Tragedian Strides Across the Advertising Stage

The Modern Advertiser Is Not Afraid to Use Human Tragedy as a Copy Appeal

By W. Livingston Larned

SMITH, his face drawn, his eyes tired, struggles pathetically along, bearing upon his shoulders a strange burden indeed. It is himself; a replica of his own weary, heart-sick and discouraged face and figure. The striking caption, which, with the illustration, comprises the entire advertisement, completes an appeal that reaches deep into human grief for its theme.

Smith is well along in years. He is the symbol of all the men who do not encourage thrift and foresight. In telling its tragic story, The Prudential Insurance Company of America asks: "Are you going to carry yourself at sixty or have the Prudential Insurance Company do it?" A sermon in a picture and a few words. No page of close type could hope to convey more. Yet, the appeal is arresting because of its tragic note.

To what extent are advertisers privileged in thus presenting the grim phases of life? Will people turn away from it, disinclined to worry unnecessarily and to have such subjects forced upon them?

It all depends upon the mood in which it is done. The Prudential page is a cartoon, vivid, natural and to the point. The illustration itself is sufficiently novel to force and compel attention. There is no escaping that type of picture.

The same advertiser has, for several months, dealt in cross-sections of life, tense with emotion, and nicely calculated to bring a lump to the reader's throat. The subject really has never been taboo. Motion pictures employ it to good effect and there is no tendency on the part of the audiences to turn away. Why not, then, in advertising—always providing there is an undercurrent of absolute sincerity.

There was The Prudential's

"Little Grey Lady." A truly poignant photographic study was made of a white-haired woman of advanced age, working over a sewing machine. She had looked up for just a moment and her face was a study. She was looking back through the years to the might-have-been. Your heart went out to her. You were frankly interested in what had happened.

The text told you:

Toil—toil—a merciless cycle of toil is all she knows. Daily the lines on that pitifully beautiful old face grow deeper. Daily those slender, needle-scarred fingers tremble more and more. Someone is responsible for this—glaringly responsible. A husband, a brother or a son has failed in his imperative duty. Because life insurance provides a way to give old age the comforts and consideration it so richly deserves. This forlorn spectacle is less general today than in bygone days. May the time soon come when it will be completely obliterated.

Pure tragedy, yet handled in such a delicate way, that it touches the heart and makes its point without affront. It is the most powerful form of advertising known when discreetly administered.

It was no mere coincidence which prompted two advertisers of a food product to hit upon the same basic idea, that of the wife who discovers that her mate is fading, day by day. This is a situation which has its daily counterpart in many homes, the world over. It is interesting to compare the two handlings of the same subject material.

In both advertisements the illustrations, in full color, are splendid. That national artists of renown were engaged to interpret them is proof enough of the fact that handled with less restraint and sympathy, they would be maudlin.

The headline of the first composition reads: "She who loves

him best of all has seen the bitter truth."

The second line is: "We mothers are partly to blame."

The first message runs:

To the world beyond his threshold he is an envied man. Head of his profession, at thirty-eight wealthy as the world computes its chattels. Through the leaner years they had dreamed of this day and of its many pleasures; of travel and all the joys that well-earned leisure brings. But she who knows him and loves him best of all has seen the bitter truth. Success has begun to take its toll. The time has come when he must pay.

The second advertising story is equally pathetic in the note it strikes:

Every married woman realizes that she is to some extent a mother, whether she has children or not. Men are such curiously dependent creatures. It is their everlasting need of "mothering" as much as anything else, which endears them to us. They are always losing things, or getting blue, or getting sick.

The heart-throb is present in the illustration as a little wife watches her husband, in the soft glow of the evening lamp. Yes, the shadow of sickness and of great weariness is written there, and she has been the first to discover it. But in presenting these fragments of sorrow, the advertiser is careful not to go too far; their use is a legitimate part of the arguments which are made.

In another page, we find a picture of several club members seated before crackling logs. One has looked up at a tablet on the wall, which contains a list of engraved names. Now the text:

"You remember Brown?"

"Brown? Well, I should say I do. How's he making out?"

"Well, I hardly know. Seems to be

doing all right in a business way. But he is on the ragged edge."

"You mean physically?"

"Yes, oh, I guess it's nothing critical. He's on the job all the time as far as I know. But you remember how much energy and go he always had? I don't think there was a better-liked man in the class."

"What's the matter with him?"

"That's just it. Nothing, as far as anybody knows, but he's lost the old punch. Just seems to get along, without any particular joy in life."



Are you going to carry yourself at sixty  
or have The Prudential Insurance Company do it?

The Prudential Insurance Co. of America

Edward D. Demaree, President, Home Office, Newark, N. J.

NOTHING MUCH BESIDES THE PICTURE IS NEEDED TO  
TELL THIS PATHETIC STORY

The note of submerged tragedy is struck, without ever quite actually naming it. And the desire to read through every line of that copy is urgent. In time, the initial words tie up with the advertiser's arguments and his problems.

Illustrations for advertisements keyed in this mood are apt to be tuggers at the heart strings. That is why they are remembered. People have a great way of treasuring up such impressions and



## *Halving Hairs To Get It Right To A Hair's-Breadth*

THE border, which ripples around this advertisement, would capitally befit the typographic promotion of merchandise in motion, mechanical or electrical, because the design—look at it—conveys subtly and sub-consciously the impression of animation and vibration. It is dynamic, not static, as they say in physiology. This may seem like halving hairs and juggling thistledown, but the trifle of the cackle of a goose saved Rome, and if Cleopatra's nose had been a trifle shorter Antony might have kept the world, and we are well persuaded that the perception and perfection of trifles are what differentiate the master-hand at composition from the mere set of fingers at the case.

**FREDERIC NELSON PHILLIPS, INC.**

*Typographers Who Prove It With Proofs*

314 East Twenty-third Street  
New York City

thinking them over later on.

There appeared a beautifully tender little study of an old house, a Southern mansion, with high white pillars and the garden gone to seed. Time had scattered it and desolation was everywhere apparent. Weeds were choking out the roses. The advertiser undertook to tell a story of what happens when the last of a family has left an ancient and venerable homestead. All the birds have flown from the nest. Children's voices are heard no longer. It is a place of echoes and ghosts and memories.

It is said that the artist who made the drawing searched about until he found a model for his canvas. It had been a venerable mansion and there were rumors of the sunshine and shadow of the old place. Therefore, every line was interpreted with fidelity. The response to this advertisement was genuine and large.

Some time ago, an advertiser in farm journals presented an illustration, with appropriate text, that contained all of the essential qualities of sympathetic heart ap-

peal. The farmer himself was addressed. Why not a better lighting system for the homestead? Was it not one of the things which the farm mother had earned, as her rightful share?

And there she sat, huddled up in a big arm chair, by the evening lamp and the centre table, in the small sitting room. Her work basket was in her lap. One tired hand was raised to her eyes. She was trying to brush away the headache and the mist which interfered with her vision. She was fearful of being observed by the young folks across the room. She felt it was a confession of weakness on her part.

Tragedy was there, beautifully delineated by the artist.

And the text:

Nobody pays much attention to Mother. She has attended to her many tasks so faithfully and with such machine-like precision, day after day, year in and year out, that it comes to be accepted as the most natural of things. In fact, nobody quite knows how much she does, how hard she works. She is up, first in the morning, that's sure. And far into the night, there are tasks left undone. What part does light play

made by *Grammes*

Another Distinctive Creation  
—A Desk Clock And Calendar.

Something Worthwhile For  
Your Worthwhile Customers, A  
Dependable Time-Piece With  
A Soft Tick. An Artistic Stand,  
Etched In Egyptian Design. And  
A Well-Placed Spot For Your  
Message. Worth Giving, And  
Worth Keeping. How Many  
Would Interest You?



*We Invite Inquiries From Advertising Specialty Salesmen.*

*L. F. Grammes & Sons*  
INCORPORATED

Our  
Fiftieth  
Year

494 Union St., Allentown, Pa.

New York Office—Fisk Building



Also Mfrs. Metal Stampings, Name Plates, Display Devices, Trimmings, Etc.



**Today**

Published by LAFAYETTE YOUNG  
 The Des Moines Capital  
 1100 Locust Street  
 Des Moines, Iowa  
 Second-class postage paid at Des Moines, Iowa  
 Postmaster: This newspaper is published weekly except on Sundays and public holidays.  
 Entered as second-class matter, September 26, 1921, under Post Office No. 100, Des Moines, Iowa.  
 Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917, authorized on September 26, 1921.  
 Paid in Advance \$1.00

**The Des Moines Capital**

Four Liquid White Antacid Tablets - Instantaneous Relief from Acid Stomach

VOL. XLII NO. 33 4025 MOINES IOWA, SATURDAY, SEPTEMBER 26, 1925 - 10 PAGES TWO CENTS

**Home Edition****WASHER CONVICTED OF BANK ROBBERY**

# Some of the National Advertisers Who Make Money Out of The Des Moines Capital

Below is a partial list of important national advertisers who have advertised in the Capital during 1925. The Capital has always been a productive newspaper, thoroughly covering the City of Des Moines and the Des Moines market. Please look over these names and let us send you a week's copies of the Capital.

Standard Oil  
 Swift & Co.  
 Simmons Beds  
 Wrigley Gum  
 Pepsodent  
 Coca Cola  
 Quaker Oats  
 Ivory Soap  
 White Owl Cigars  
 Crane Co.  
 Red Cross Mattress  
 U. S. Tires  
 H. J. Heinz Co.  
 Calumet Baking Powder  
 Butter-Nut Coffee  
 De Luxe Springs

Warner Bros. Pictures, Inc.  
 Continental & Commercial Bank  
 Loose-Wiles Biscuit Co.  
 Chesterfield Cigarettes  
 Aluminum Cooking Utensil Co.  
 American Dry Ginger Ale  
 California Fruit Growers Exchange  
 Eveready Razor Blades  
 Cellucotton Products  
 National Carbon Co.  
 Portland Cement Co.  
 Libby-McNeil & Libby  
 Sun-Ray Pancake Flour  
 Chocolate Cream Coffee  
 Lucky Strike Cigarettes  
 Chicago Herald Examiner

## The Des Moines Capital

LAFAYETTE YOUNG, *Publisher.*

O'MARA & ORMSBEE, INC., *Special Representatives*

New York

Chicago

Detroit

San Francisco

*Well-to-do**Thrifty**Canadian**Farm**Homes.*

# Five Farm Homes for One Cent

Where is there an Advertising  
Value Like This?

*An advertisement twice this size in  
The Family Herald and Weekly Star  
costs only one-fifth of a cent for each  
farm home to which it is delivered.*

When the advertiser compares this with the cost of printing, folding, mailing and posting the cheapest kind of circulars, or of advertising in other Canadian farm papers with higher rates and smaller circulations, he realises the efficiency and economy of advertising in a National Farm Journal such as THE FAMILY HERALD AND WEEKLY STAR in Canada.

Canadian farm homes belong to a thrifty, financially well-to-do class, who are in a better buying position to-day than they have been since the boom times during the war. This is the time, and THE FAMILY HERALD AND WEEKLY STAR is the medium, to take the fullest advantage of these conditions.

## Family Herald & Weekly Star

*"Canada's National Farm Journal"*

Montreal

Canada

Established 1870

BRANCH OFFICES

New York Chicago Toronto Winnipeg London, Eng.

in all this? How many of her work hours are dark and gloomy hours?

There was not an untrue line in all the illustration. The small details of dress, of room, of furnishings, were absolutely true to life. Therefore it was accepted as a sincere portrayal of a familiar situation. The heart-throb qualities were always present. It was a pleading for more consideration for the little women of the tired eyes and it scored wonderfully.

There was a time when advertisers were afraid of even the slightest suggestion of human tragedy in pictures or in text. It all came under the head of negative appeal which was considered the most dangerous of all experiments.

That fear has vanished. It has been found that just as people will interest themselves in elements of pathos in a play, a book or a motion picture, so do these touches of realism attract them in an advertisement. The only proviso, as has been stated, is the need of sincerity. The first false or exaggerated note spoils the whole thing.

#### Written from the National Advertisers' Viewpoint

THE TEXAS COMPANY  
NEW YORK, October 9, 1925.

Editor of 'PRINTERS' INK':

On behalf of the executive committee of the National Advertisers' Group of the Advertising Club of New York, I wish to extend to you our appreciation of the manner in which you presented in your October 8 issue the facts of Edward J. Noble's talk before our Group.

You were quick to grasp the atmosphere of our program for this year, that is, a scheme of things which will be particularly appealing to men who are national advertisers. We particularly appreciate the manner in which you struck this point, as we are anxious that information on our activities reach the greatest number of those on "our side of the fence" in the business.

CHARLES E. MURPHY,  
Chairman, Executive Committee,  
National Advertisers' Group.

#### Edward Wenning Dead

Edward Wenning, who had been secretary and treasurer of the Latham Lithographing & Printing Company, New York, died recently. He was sixty-five years old and had been with the Latham company since its organization in 1914.

## The Best High-Grade Sport Pages

appear in the

## Boston Evening Transcript

A Boston Institution  
Established 1830

National Advertising  
Representatives

CHAS. H. EDDY CO.  
Boston New York Chicago

R. J. BIDWELL CO.  
San Francisco Los Angeles

# What the Traveling Sales Manager Does

Principal Job Is to Make Territories Produce More Business

By a Traveling Sales Manager

I GUESS I would be called a traveling sales manager. I do not carry that title, however. In fact, I bear no title. Later on I will explain why. Before going any further let me say that there are going to be a lot of "I's" in this story. But I do not know any other way to tell it. So you will have to excuse me.

Saying that I am a "traveling sales manager" comes the closest to describing my work. But the description is inadequate. In many respects I am much more than a roving sales manager. In other respects I am not a sales manager. I have very little to do with our salesmen. My work is more with our distributors.

That word "traveling" does not quite fit me either. It is true that I am always out in the field. But I do not travel as salesmen do. I may stay a month in a city like Washington. I have been in New York City for more than a year. During the five years that I have been in my present position, I have worked in less than half of the cities in the United States.

Mine is a peculiar job, look at it any way you please. I know of no other job like it. Just the same, I am doing essential work. My company thinks so, too. It is a large organization, well known throughout the country. It is numbered among the nation's hundred largest advertisers. It attained its position partly because it is not afraid of innovations. My job is one of them.

This position was created because the company felt there was much work that should be done in the field that our salesmen did not have time to do. Also, much of it is of such a nature that it lies beyond the salesmen's authority.

Our goods are marketed through

what we call "distributors." I suppose you might call them specialty jobbers, as they handle only a few specialties. Our product bulks fairly large in the total business of these jobbers. "Distributors" are given exclusive representation in their territories, which usually consists of a city and its environs. Our salesmen call on our "distributors." The "distributors" work the surrounding retail trade. It is only rarely that a salesman calls on the retailer. He might occasionally call on a large retailer, but he does not make visits of this kind as a regular thing. That is reason "number 1" for my job. The company had no direct point of contact with its dealers. One of the things I must do when I am working in a community is to see every dealer in it, no matter how small or unimportant he is.

## ADVERTISING AID FOR RETAILERS

Much of my work is concerned with our advertising. Our salesmen do pretty well in "selling" our advertising to distributors, but that is about all they have time to do. They do not see that the distributor uses the advertising or that he presents it properly to the retail trade.

When I locate in a city I make my headquarters in our distributor's place of business. After a few days' observation, I am able to tell how much and what kind of help the distributor needs and to how much co-operation he is entitled. We have no fixed rule as to the amount of co-operation we are willing to give a distributor. We use our judgment about that, being influenced by how valuable the distributor is to us and how well he is developing his agency. Generally speaking, though, if he works with us, we are willing to

# MORE LAND NEW PRESSES

We have just bought new frontage adjoining our present building, which will enable us to **double** our present floor space.

We have within the week ordered new printing equipment which will **double** our present production.

## THIS MEANS

that we are preparing to **double** our present volume. We know it is coming. We've got the advance orders now and a lot more are on the way.

The *Homecraft magazine* is the real leader in the small town field. No national campaign is complete without our million circulation.

## People's Popular Monthly

*Des Moines, Iowa*

CARL C. PROPER, Publisher

GRAHAM STEWART, Adv. Director

1,000,000 Circulation

do anything within reason for him.

About the first thing I do when I start to work with a distributor is to show him how to advertise his own business. Very few of our distributors know how to do this. Often I establish an advertising policy for the distributor. I lay out a campaign for him, based on the size of his business. I write a lot of copy for him, get illustrations, arrange newspaper contracts, and attend to all other details.

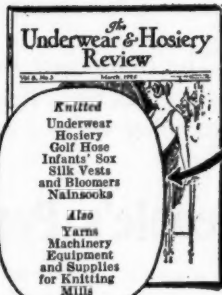
If a distributor's business is large enough, we give him an electric sign. Smaller distributors get handsome board signs. It is my job to determine to which distributor is entitled. Often I am called on to devise a plan for the distribution of booklets, window displays and similar material from our representative's place of business to his retail trade. Nine times out of ten, a distributor's show room is arranged poorly. Rearranging it is a job that always takes a few days of my time. Frequently a distributor asks me

to show him how to keep books. In many cases I have got up letterheads, billheads, calling cards and other stationery for our representatives. I have been asked to help a distributor buy a truck, to help him decide about purchasing a home and as to whether or not it is advisable to keep chickens. I have shown porters how to wash show windows without leaving streaks. And one of my regular stunts is to show distributors how to construct their display windows so that they will not frost in winter. To do my work properly I must be a combination advertising man-salesman-plumber-carpenter-teacher-electrician-retailer-bookkeeper and what-not.

Of course, most of my time in a community is spent with the retailers. I do my work with the distributor in-between times. If the distributor has salesmen, I make my first calls on the retailer with them. Many of our distributors are small, however, and do their own selling. In that case I make my initial retail calls with the distributor himself. On these

## If You Are Advertising Any of the following

*Send At Once for Sample Copy*



*Published by*

**KNIT GOODS PUBLISHING CORP.**

93 WORTH STREET, NEW YORK

## Organized agency service with every facility *especially for* New York State Industries

**T**HE MOSER & COTINS AGENCY has a personnel of thirty-three people of which six are contact men, the balance functioning in seven departments.

All but the clerical force have been gathered from various locations and selected because of fitness for their particular jobs.

The agency occupies its own three story building of about 6,000 square feet, designed especially for advertising agency work. It is located in the heart of the Empire State to place good agency service at the immediate and constant disposal of upper New York State manufacturers.

We are in our twelfth year. We have thirty accounts—all reputable manufacturers or service corporations. Our size, age, growth and record amply justify those whom we seek to serve examining into what we have to offer that we believe cannot be offered elsewhere.

**MOSER & COTINS** *Advertising*

MOSER & COTINS BLDG., UTICA, N. Y.

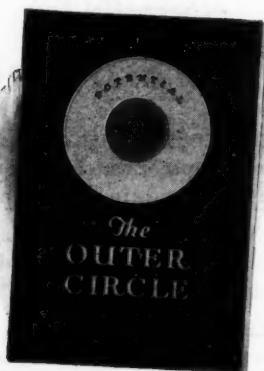
MEMBER:  
Audit Bureau  
of  
Circulation



MEMBER:  
American Association  
of  
Advertising Agencies



Beyond the scope of your present sales is your Outer Circle ~ that part of your potential market which you can sell at a profit



**H**ERE is a book that will suggest the potential markets that are open to you.

❑ **THE OUTER CIRCLE** presents a new sales approach and points out to you the many possibilities of *Outer Circle Selling*.

❑ A thoughtful reading of **THE OUTER CIRCLE** will repay you many times. It is filled with ideas, facts and results that will go far

to help you answer that always important question — *where and how can you make more sales at a profit?*

❑ You will find the book concise, interesting and decidedly to the point. We will be glad to send you a copy of **THE OUTER CIRCLE** without cost or obligation. Please use your business letterhead in requesting your copy.

**The Corday & Gross Company**  
Effective Direct Advertising • • Cleveland  
New York • Pittsburgh • Indianapolis



calls I attempt to show the distributor or his salesman what is the best way to present our proposition to the trade, especially the advertising end of it.

However, do not get the impression that I am always teaching. In my work with the distributor, I learn quite as much as I teach. In fact one of the important phases of my work is to study the methods of dealers and distributors and then to pass on to the whole organization whatever that is good that I find in their methods. I am like a bee. The bee transfers pollen from one blossom to another. I get an idea from one distributor and then take that idea to every distributor with whom I work. For the one idea I take away, I am supposed to give all the ideas that I have gathered from our trade during the last five years.

Instead of calling me a "traveling sales manager," you might call the job "idea collector." The company depends on me to supply it with a constant stream of ideas. These ideas are used in formulating advertising and sales policies. They are used in getting up new packages, in getting up sales quotas, in co-ordinating production with the sales outlook and in helping the management in a hundred and one other ways. I am supposed to send in any news items I run across to our house-organ editor. I take pictures of dealers' stores, of distributors' sample rooms, of window displays, of outdoor signs, or our product in use and of anything else that is worth photographing. These pictures are used in our business-paper advertising and in trade literature. I gather success stories which are used in the same way.

After making the initial call on a dealer, either in the company of the distributor or his salesman, I make the subsequent calls on him alone. My work with the dealer is much the same as it is with the distributor. I am there to give him any ideas or help that I can. Above all am I supposed to get thoroughly acquainted with the trade. I aim to become part of the

## Good Copy

helps  
take the  
depression  
out of your  
sales curve

**HAWLEY  
ADVERTISING  
COMPANY  
INC.**

**95 MADISON AVE.  
NEW YORK CITY**

community rather than to give the impression that I am the representative of a national advertiser in a distant city. Salesmen haven't time to become part of the community. As a rule the trade looks upon a national advertiser as rich and powerful, capable of extending any favors in the way of rebates, special discounts, window allowances, advertising divvies and other concessions that may be desired. If these requests are not granted, the advertiser is regarded as unfriendly. Overcoming this feeling is one of the principal reasons for the existence of my job.

At times it is pretty discouraging. It is rather rare that I receive any appreciation for my work. I have worked until three o'clock in the morning putting in a window display for a dealer and then have had him write a letter to the company complaining because I forgot to put out one of the lights when I left the store. This summer I nearly lost my job by getting a \$300 electric sign for a

distributor. The size of his business did not entitle him to it. I stretched a point, however, because of his excellent prospects. Imagine my feelings when he wrote to the house saying that he did not like the sign, after it was installed. I spent three days last month writing a series of newspaper advertisements for a distributor and then had him object to a \$10 charge for mats. I have donned overalls and put in a week in helping one of our representatives remodel his place of business. Later he sent a bill to the home office for twenty-five cents for a long distance call which I made from his desk. As I said before, I take a great many photographs. Distributors and dealers are not bashful about asking for large quantities of prints for their friends and relatives. I do not recall that many of them have ever said "thank you."

Because of the long time I stay in a community, I am occasionally obliged to take dinner at the home of one of our customers. This is

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## SIGNS of PROGRESS

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An analysis of advertising lineage records of Paterson, N. J., newspapers for the first eight months of this year compared to the same period last year shows a gain of over 252,000 lines in

### The Paterson Press-Guardian

as against losses of nearly 190,000 lines by its morning competitor and over 125,000 lines by the other evening paper.

Gains are in evidence in The Press-Guardian in all three departments of advertising: Local, National and Classified.

With its Sunday edition, The Chronicle, it carried a total of 6,819,022 lines for the first eight months of 1925—a greater total than either of its competitors.

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Circulation progress has been keeping pace with its advertising growth and on its Government statement for the 6 months ending September 30th, 1925, The Press-Guardian shows a net paid circulation of 14,641 copies per day—the largest of any evening paper in Passaic, Bergen or Morris Counties—a gain of 1,278 copies per day over the same period last year.

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The president of a large local corporation recently summed up the Paterson newspaper situation like this: "We believe The Press-Guardian to be the best advertising medium in this vicinity, inasmuch as it is without question also the most influential and most popular newspaper in Paterson."

Represented by:

PAYNE, BURNS & SMITH  
New York, Boston

G. LOGAN PAYNE CO.,  
Chicago, St. Louis, Detroit,  
Atlanta, Los Angeles

# The Religious Press

## FOR

# God and Country

TRUTH MAGAZINE was established in 1898. Consequently it is celebrating this year, 1925, its Silver Jubilee. Its prestige, its remarkable editorial excellence, its interesting departmental features, its guaranteed circulation through its membership in the Audit Bureau of Circulations for eleven consecutive years, and its reasonable rates all combine to make TRUTH MAGAZINE the very best medium in the national Catholic magazine field.

The culture and refinement of the subscribers of TRUTH MAGAZINE is unquestioned. Their home life and surroundings are artistic, scientific, professional and commercial. They patronize TRUTH MAGAZINE because it merits their confidence, and they will patronize its advertisers for the same reason.

TRUTH MAGAZINE, a member of the Catholic Press Association 10 consecutive years.

Copy for current issue must be at the office on or before the 1st of the month preceding date of issue.

Joseph P. Sheils,  
Western Advertising Office  
906 Boyce Building  
Chicago, Ill.

Edward P. Boyce,  
Eastern Advertising Office  
95 Madison Avenue  
New York, N. Y.

JOHN J. O'KEEFFE, *Publisher*  
412 Eighth Avenue, New York

something I always try to avoid. It is dangerous for a factory representative to place himself under social obligations to his customers. Once in a while, though, it is more tactful to accept such an invitation than it is to decline it. When I do spend an evening in social dalliance, I live in fear and trembling that my host will make some business request of me that as an appreciative guest I cannot very well disregard. Only last month I was the dinner guest of a distributor in a city not far from New York. Everything was going pleasantly until the salad was being served. Then, without any warning, my good host made a request of me that he knew very well I would have unhesitatingly turned down if it were made outside of his home. But in the presence of his gracious wife and two charming daughters, there wasn't anything for me to do but to give an unwilling assent to the proposition. I simply could not bear to see any clouds pass across the eyes of those girls, especially the one that was seated across from me. I believe her name is Estelle.

At the beginning of the article I wrote something about how rare jobs such as mine are. That is true. On the other hand, nearly every advertiser is trying to do at least some of the work I am doing. Much of it is carried on through salesmen. As a general thing, though, the cultivation of trade relations is carried on with pathetic haphazardness. Few advertisers are systematic about it. They try out an idea and then after a while abandon it. I think most advertisers become discouraged because of this lack of appreciation about which I have been writing. I am convinced that retailers would get vastly more co-operation from manufacturers if they would occasionally rub the fur the right way. It is hard to do anything for anyone when it appears that our efforts are not appreciated.

My purpose in writing this article is to let manufacturers know that it will pay them to be generous in helping the retail trade,

despite this lack of appreciation. Many persons appear to be ashamed to say "thank you." Surely, though, people are not so unappreciative as they seem. You can't convince me that theatre-ticket salesmen are as sore at the folks who buy tickets as their grouchy manners would indicate. Not for a moment do I believe that down in their hearts the railroads are so disgusted with commuting patronage as the actions of the New Haven officials would point out.

Though I am cursed and maligned and belittled and poohpooched, I know my work pays. This came out in an experience which I had in a city of about 100,000 population last year. Our business in the place had always been poor. I had been laboring in that city for about a month. About this juncture our vice-president came to town to make a speech before a Sunday School class. In fact, he was always delivering uplift orations. He discovered by accident that I was in the same town, so he decided to check me up. He called on a few dealers and found three that I had not yet visited. He inquired about me at the hotel and was told I went to work between nine and ten in the morning and that I always returned after midnight.

#### HE WORKED NIGHTS

He did not, however, take the trouble to find out that I work until after midnight nearly every night. I put in a tremendous number of window and store displays. It is difficult to do this during business hours. It can be done much better in the evening. Where I can, I also organize classes among the salesmen in our dealers' stores. I conduct classes two or three evenings a week while I am in town. They usually end at ten o'clock, but always one or two of the more ambitious youngsters stay around for an hour or two afterward to ask questions. If there are any trade associations in the town, I usually manage to appear before some of their gatherings. Because of the fact that



**N**EW YORK CITY is in every sense "The Printing Centre of the World"—in point of sheer size—in completeness of facilities—in the capabilities of its craftsmen;—and it is the *least expensive* buying centre in the world—if you buy properly.

The New York City printer offers you the advantages of a vast market centre—the largest, most complete centre in which to buy printing.

The proof we shall submit to support our contention that New York City is "The Printing Centre of the World" will be based upon

QUALITY  
CRAFTSMANSHIP

COMPLETENESS  
SERVICE

It will be the duty of a series of messages in **PRINTERS' INK** to create a better understanding between the buyers and sellers of printing in and around New York City to the end that each shall profit by an added confidence.

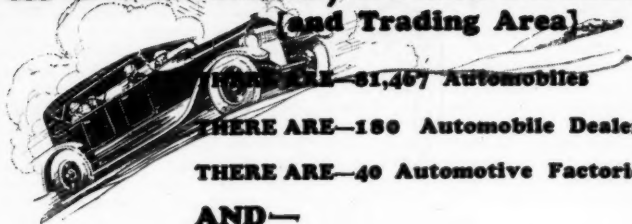
Confidence is the greatest achievement of modern business and confidence is the actuating motive behind this series of messages.

This is the first of a series of messages in which you, a user of printing, will be made better acquainted with the New York City printer and his tremendous capacity to serve you.

New York Employing Printers Association, Inc.  
and Allied Industries

# in Oakland, California

(and Trading Area)



**THERE ARE—51,467 Automobiles**

**THERE ARE—180 Automobile Dealers**

**THERE ARE—40 Automotive Factories**

**AND—**

**9916 New Cars Were Sold and Registered During the First Six Months of 1925**

Oakland, California (and trading area), is surely the automotive center of the Pacific Coast, and there are many reasons why this is so.

First, the roads are excellent. There are many and broad highways leading out into all the adjacent country, and to every part of the great State of California and neighboring states.

Climate is peculiarly adapted to all-year-round touring—no extreme heat in summer, no extreme cold in winter.

Population is composed of the thrifty, home owning, home-loving class of people who demand and are able to have recreation of the better sort.

Here is possible the widest automotive selling appeal—from the man or woman whose personal or business requirements call for lavishness of equipment to the man or woman who necessarily leans toward moderation in price, and still on to others who must have the sturdy low-priced car—it may be for delivery or business use, or it may be for personal enjoyment alone.

Whatever the need, the automotive and automotive accessory manufacturer enters a fruitful market rich with prospective consumers.

Oakland, California (and trading area), demands attention from these manufacturers, and manufacturers and dealers are responding to this demand by advertising through the columns of the OAKLAND TRIBUNE.



THE HOME OF RADIO STATION KLN

**Oakland Tribune**  
One of the West's Great Newspapers

Typical of Western prosperity is the prosperous condition of Oakland, California.

The Oakland Tribune—the foremost newspaper in this great growing metropolis—meets the demand of every advertiser for the proper medium by which he may reach the 445,000 people in the community.

Over 65,000 net paid subscribers receive the Oakland Tribune every evening and Sunday morning—delivered almost entirely by our own carrier system directly in the home.

National Representatives

WILLIAMS, LAWRENCE & CRESMER CO.

225 Fifth Avenue, New York City

360 North Michigan Avenue, Chicago

I nearly always spend my evenings at work, I usually sleep until eight in the morning.

Anyway, the vice-president carried back a pretty bad report about me. He always contended that my work was a foolish extravagance, so he thought he now had enough evidence against me to cause my dismissal. The company made a test case of it. The business coming from that town before the promotion was started in it was compared with the business the town was then sending in. It was found that the increase was exactly 411 per cent. The vice-president's resignation was demanded. His attitude in this instance was taken as an evidence of his inability to work with the policies of the company. The value of the traveling sales manager's job has not been questioned since.

Now let me say something as to why I do not carry any title. For years it was the policy of our organization to have our officials spend as much of their time calling on the trade as was practicable. The officers went to the trade conventions in a solid body. Our sales manager spent half his time on the road. Our treasurer, too, was seldom at his desk. Our president never lost a chance to play golf with an important customer.

We gradually discovered, however, that this was bad policy. When a customer found he was talking to an officer of the company he made demands of him that he never would have made of a salesman. We found that after the president was introduced to a distributor that he ever afterward boasted, "I know the chief, himself," and addressed every petty complaint to him personally. It was discovered that once the sales manager called on the trade, customers would say, "I'll send the order to Ellis, himself, I know he will allow the freight."

So for five years we have been keeping our officials in the background. The president never exposes himself to customers. We confine him in the Holy of Holies, where mere mortals are not allowed to tread. However, we keep him busy deciding things for

## *In Use By*

- ADVERTISING AGENCIES
- NATIONAL ADVERTISERS
- PRINTERS
- ENGRAVERS
- LITHOGRAPHERS, ETC.

## Select Colors That Harmonize

The Earhart Color Plan is in daily use in many concerns doing the finest Printing, Engraving and Advertising in America, and is of inestimable value to buyers of printing.

Nearly a million impressions were required to produce 4,000 copies.

It is a practical instrument representing the summed-up study and experience of 40 years by a recognized authority on color.

It does not require the exact matching of colors. Harmonious combinations can be selected without waste of time.

It is very easily understood and workable.

Sells for \$12.50 and is worth many times its cost.

*Order your copy today.*

**The Feicke Printing Co.**

428-36 Pioneer Street

Cincinnati, Ohio

## Newsstand Sales

And Return Records  
so accurately and  
graphically listed that  
a doubtful advertiser  
can be convinced that  
your magazine is a  
good investment for  
him.



### EASTERN DISTRIBUTING CORPORATION

*National Distributors  
of Magazines*

15 WEST 37th STREET  
New York City

Wisconsin 2746-7

j. l. a.

# one

Plan and pro-  
duction under  
one roof & one  
responsibility.



**CURRIER & HARFORD L<sup>td</sup>**

*Selective Advertising*

27 East 31 New York Cal 6076

us, but he rarely shows either his head or his hand.

That explains why I travel without the embellishments of a title. I am plain Mr. So-and-So, of the company. As a matter of fact, I am clothed with almost unlimited authority within the province of my job. There isn't anything within reason that I am not allowed to do. However, I use my authority without letting anyone know that I have it. The fact that I have no title gives the impression that I have to consult headquarters for authority to do anything unusual that may be asked of me. That is a healthy impression to spread.

Did you know that most large companies have confidential men who bear no titles? I noticed when A. C. Bedford, the chairman of the Standard Oil Company, died recently, that it was stated in his obituary that he used to be one of these untitled confidential men. These men were usually given roving commissions, with unlimited authority. One time they may be negotiating a deal with the King of Roumania—or has Roumania a king? We read only of its queen. Working without a title the negotiator is diplomatically in a stronger position than if he bore several authoritative labels.

We have found in our business that it is advisable not to give regular salesmen too much authority. We do not infer that they would abuse it, but we do not give it for their own protection. To protect them from the "gimme" habit of retailers, a salesman is better off if he is armored with rules, regulations and policies that he is not allowed to change.

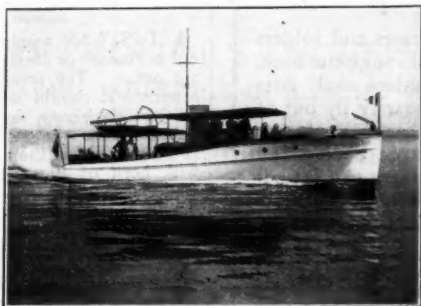
At the same time it is bad for a business to be bound down by unalterable rules. We overcame that difficulty by the creation of my job. I have the authority to change any rule if it seems that conditions in the territory would be better if it were changed.

Arthur M. Donnelly has joined the local advertising staff of the St. Louis, Mo., *Post-Dispatch*. He was formerly with the Ben Franklin Publishing Company, Chicago.



# PHOTO-ENGRAVING

*Speeds Power Boat Sales!*



*Photograph by Morris Rosenfeld of "The Barbara"  
owned by E. O. Gould of Truly Warner Co.*

## HOW BUILDERS OF SMALL CRAFT MAKE THE PORT OF SUCCESS TOLD BY JAMES WALLEN

EVERY stretch of open water in America is now a speedway. The power boat parts the water as the motor car cuts the wind—and youth is happy.

The builders of fast craft have made a dramatic appeal to the young folk of the nation. And the comfort they stow into the hulls has won the favor of the older generation as well.

Pictures of power boats in action in the public prints have caught the imagination of the people and sent it down the rivers into the lakes and the seas.

Liberal advertising plans have included plenty of photo-engravings, picturing cruisers and commuters and other types of speedy craft. The story of the power boat "in picture leaves nothing untold."

The American Photo-Engravers Association have organized the industry along the lines which make it of service to all that is progressive and constructive in American business.

The credo and code of the Association is presented in a booklet, "The Relighted Lamp of Paul Revere," which is supplied by members everywhere and from the general offices at Chicago.

## AMERICAN PHOTO-ENGRAVERS ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

# Truth

?

When presses and folders come in through the door, typographical skill does not necessarily fly out of the window.

A complete printing establishment can set advertisements of character and distinction. *We can.*

!

**McGRAW-PHILLIPS  
PRINTING COMPANY**

INCORPORATED

*A Complete Printing Establishment*

10th Ave. at 36th St., New York

## Are You Using Letters In Your Business?

**Do You Know What You Can  
Do With Letters?**

- To Hold Your Present Business
- To Get New Business
- To Hold Good Will
- To Decrease Sales Cost
- To Back Up Salesmen, Etc., Etc.

THE Mail Advertising Service Association is composed of over 500 leading Producers of Sales Letters located in all the leading cities of the U. S. and Canada.

It has in course of preparation a booklet on

**"What Letters Can Do for  
Your Business"**

This booklet, written for the M. A. S. A. by John Howie Wright, will be ready on October 26. It will be sent to all executives who ask for it on their letterhead.



**LOOK FOR IT!**  
By this emblem  
M.A.S.A. members  
are known.

**Write for your copy**

Do this now. Just hand this magazine to your secretary or stenographer.

**Mail Advertising  
Service Association**

*International*  
20 East 18 Street  
New York City

## What Window Display Should Do

By Bernard J. Mullaney

Vice-President, The Peoples Gas Light  
and Coke Company

**A** DISPLAY window should be a more or less direct selling agent. The more direct, the better. It should sell pleasingly, quickly, decisively, implanting desire to enter the store and buy. In doing this, it should sell goodwill, born of the confidence created by and shown by the act of buying.

If the display can also sell a suggestion of how the merchandise can be used advantageously by the buyer—what it will do for the buyer—so much the better. In our business, for example, we frequently display gas-fired heaters for homes giving the heater a background and accessories that suggest both the direct comfort to be derived from it and the annoyances—coal handling, dirt, dust, ashes, etc.—to be eliminated by it. When we do that we start a train of thought that tends to bring us a sale.

Ingenious displays, thus planned, not only display products to their best advantage, but even transform their vices into virtues, as it were. A lawn mower by itself, in a bare window, might arouse only a picture of drudgery and perspiration. With appropriate surroundings, the impulse to buy it as a means to achieving a beautiful lawn can be stirred.

This does not mean that window displays shall be necessarily extremely beautiful or ornate. The setting for the merchandise should emphasize the desirability of it and augment desire to possess it, not overshadow it. One sometimes wonders if the building of surpassingly beautiful windows may not be overdone at times. The best window displays focus attention upon the thing to be sold.

Portion of an address delivered on October 6 at the Chicago convention of the Window Display Advertising Association.

# Chieftain Bond


**T**HE PRINTER'S ANGLE! What would you think of a paper whose quick drying qualities eliminated the need for slip sheeting? What would you think of a bond so uniform in thickness as to make excessive make-ready a thing of the past, so even in texture as to make offset printing on it a joy? If you want to try such a paper, and find out what you would think, put your next hard job on Chieftain Bond. This is the all 'round bond. It is, therefore, as near standardized as a paper can be. The result is a sheet that makes its biggest hit with the printer in the way it works on the press.

*"Note the Tear and Wear as well as the Test"*

## NEENAH PAPER COMPANY

Makers of  
OLD COUNCIL TREE BOND  
SUCCESS BOND  
CHIEFTAIN BOND  
NEENAH BOND

*Neenah, Wisconsin*

Check the  Names

WISDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



# DIRECT MAIL

*Constructed to fit your  
Dealer Organization  
as well as your Product*

Perhaps the biggest single factor in Electrograph growth is the application of Electrograph patents to the production of localized, individualized Direct Mail in any or all of its modern physical forms.

This means that the advertiser is not confined to any one or two styles or types of mailing piece. He is enabled to utilize the economy and quality of Electrograph production in straight business letters or illustrated letters, folders, broadsides, booklets or mailing cards.

No single track policy! No narrowing down of choice! Broad, elastic and versatile, Electrograph Direct Mail is custom built for your dealer organization, your consumer audience and your product.

New ideas, new plans and new adaptations of Electrograph equipment makes this exclusive system of Direct Mail even more practical than ever before.

These developments together with the fact that economy and quality originally inspired Electrograph inventions is the reason why this organization of over 400 skilled Direct Mail specialists is the country's largest producer of quality Direct Mail.

[ Electrograph Presses will not be sold or licensed. ]

THE ELECTROGRAPH COMPANY  
Home Office: 725 W. Grand Boulevard • Detroit, Mich.

# Electrograph

Created **DIRECT-MAIL** Localized.  
Individualized  
Distributed

## Chain Store Sales Continue to Gain

**T**HE F. W. Woolworth Company reports sales of \$18,129,210 for the month of September. This compares with \$16,527,937 for the same month of last year, and is a gain of \$1,601,273, or 9.6 per cent. Sales for the nine months just ended are given as \$156,036,449, as compared with \$140,703,024 for the same months of 1924. This is an increase of \$15,333,425 or 10.9 per cent.

Of the gain reported for September, old stores operating a year or more were responsible for \$986,803, representing an increase in the business of these locations of 5.9 per cent. In the nine-month period old stores were responsible for \$8,053,993 of the gain, an increase of 5.7 per cent for those stores.

The Woolworth company had 1,415 stores in operation at the end of September, compared with 1,295 a year ago.

Sales of the J. C. Penney Company, Inc., for September are reported as \$8,297,817. When compared with \$6,855,437 for the corresponding month of 1924, this represents an increase of 21 per cent. Sales for the nine-month period were \$56,431,696. This is a gain of 21.1 per cent over last year, when sales amounted to \$46,573,992.

The S. S. Kresge Company reports September sales of \$8,221,566, as against \$6,850,961 for the same month of last year, an increase of 20 per cent. Sales for the nine months were \$68,564,570. This is an increase of 15 per cent over 1924, when sales for the same months amounted to \$54,019,445.

The McCrory Stores Corporation reports sales of \$2,283,646 for the month of September, compared with \$1,893,536 for September, 1924. This is a gain of 20.6 per cent. For the nine-month period sales were \$18,842,408. This compares with \$16,585,624 for the corresponding period of last year and is a gain of 13.6 per cent.

September sales of the W. T.

## Tri-Weekly Journal Atlanta, Ga.

# 300,000

Circulation in one week in  
Southern farm homes

Week of

## November 9th

Flate rate, 60 cents a line  
per week, 3 issues

*Advertising in The  
Journal Sells the Goods*

## Handling Retail Accounts?

Tie up their window-selling with their advertising campaign.

Our staff of experts supplies distinctive ideas, finest materials and installation complete under personal direction of John H. Beyer, formerly display expert for McCreery, Menter, Bedell, etc. Two changes a month, moderate service fee basis. We work through you. Here's a chance to show some original service. Send for representative.

**BEYER**  
**Display Service, Inc.**  
286 Fifth Ave., New York  
CA Ledonia 8678

Grant Company amounted to \$2,176,318, against \$1,697,875 for the same month a year ago. This is an increase of 28.1 per cent. For the nine months, sales are reported as \$18,589,790. This is a gain of 24.4 per cent over the same months of last year, when sales were reported as \$14,940,917.

S. H. Kress & Company report sales of \$3,439,739 for September, compared with \$3,123,458 for September, 1924. This is an increase of 10 per cent. For the nine-month period sales amounted to \$29,198,731, against \$25,850,388 a year ago, a gain of 13 per cent. over the same period of 1924.

The G. R. Kinney Company, Inc., reports sales of \$1,285,342 for September. This compares with \$1,255,889 for the same month a year ago and represents a gain of 2.3 per cent. For the nine months sales are given as \$12,066,570, compared with \$11,108,767 for the same period in 1924, an increase of 8.6 per cent.

Sales of the Ginter Company for September are given as \$1,106,240,

compared with \$980,824 for September, 1924. This is an increase of 12.7 per cent. Sales for the nine months are reported as \$9,907,985. This compares with \$8,958,848 for the same period of last year and is an increase of 10.5 per cent.

The Metropolitan Chain Stores, Inc., report sales of \$637,917 for September, against \$512,365 for the same month of last year. This is a gain of 24.1 per cent. Sales for the nine-month period are given as \$5,221,631, compared with \$4,435,992 for the corresponding period of last year. This is a gain of 17.7 per cent.

Sales for September of the F. & W. Grand 5-10-25 Cent Stores, Inc., are given as \$646,639, compared with \$468,339 for the same month in 1924. This is an increase of 38 per cent. For the nine months sales were \$5,101,046, against \$4,181,368 a year ago. This is an increase of 21.7 per cent.

The Wheeler Reflector Company, Boston, has appointed Harold C. Higgins as publicity manager. He succeeds J. R. Minter, resigned.

## One Additional Account

The policy of The Tucker Agency is to give a complete personal service to each client. To make this policy fully effective only a limited number of clients are served

The Agency has a 12 years'

### Record of Success

and a reputation for accomplishing what it sets out to do

We are now in position to handle *one* additional account. Personal interviews solicited

**The Tucker Agency, Inc.**

303 Fifth Avenue, New York Telephone: Caledonia 3047  
3048



# At Last-- The Real Lincoln

The most fascinating  
story of this great  
American ever written

## "The Unfathomed Lincoln"

by Carl Sandburg  
begins in

## Pictorial Review

For October

On Sale Now

Net paid circulation of Pictorial Review  
is now over 2,300,000 Copies

## What's Happening in the Radio Industry?

(Continued from page 8)

suming public \* \* \* in a manner that will reflect favorably upon the company and the company's product."

### IV

Another type of distribution is exemplified in the plan put into operation by the Stewart-Warner Speedometer Corporation of Chicago. This company, in selling automotive products, established sixty-seven exclusive service stations in the United States. These same stations are being used by the company as wholesale distribution points for its radio products. Each service station has a radio sales manager; a sales force; and a technical man to look after service.

In lining up retailers, the company offers a franchise that gives each dealer exclusive territory in that it guarantees that there will be no other dealer in his immediate territory. Or, as G. M. McCulloch of the Stewart-Warner company says: "We assure the retailer that there will not be another dealer across the street or around the corner handling Stewart-Warner radio."

In selling retailers the company's salesmen endeavor to close with those that are in one of the seven retail groups mentioned at the outset of this article. Naturally, it does not confine its selling efforts to retailers in those groups. So far, according to Mr. McCulloch, automotive dealers, especially those handling Ford cars, are proving to be some of the best retailers the company has.

The production schedule of the company has been based upon the total of the quotas that each franchised dealer has set for himself for the 1925-1926 selling season.

### V

Practically all other set manufacturers of importance are endeavoring to build up retail dis-

tributing organizations by working through jobbers. A few, like the Radio Corporation, are seeking to create a widespread dealer organization. They are, however, working toward that end by an entirely different method than that used by the Radio Corporation. The Atwater Kent Manufacturing Company of Philadelphia stands out as a specific example of a company seeking a widespread retail organization through jobbers. The basic idea in this company's plan is an exclusive franchise for the wholesaler. It plans to make no contracts with retailers, leaving the question of handling the retailer up to each wholesaler according to conditions in his own territory. It is very positive and emphatic in its statements on the subject of protection for the wholesalers.

This company has divided the entire national market into ten principal territories, each covered by one or more factory men. The territories have again been subdivided into distributing areas. The boundaries of each distributing area were determined after an examination of the geographical location, transportation facilities (rail, water and motor truck), population, wealth, topography, etc., of each district.

It will be the policy of Atwater Kent to protect all of its wholesalers against shipments being made into their territories by Atwater Kent wholesalers of other territories.

"The number of retailers to be established," it says, "will be determined by the wholesalers taking into consideration the population, wealth, locality, etc., and the success of the dealer in pushing the Atwater Kent products." The company's aim is: "Smaller territories and more intensive merchandising."

Each sales district has been assigned a definite sales quota. Figures on the number of families, and the amount and classification of income tax figures in each district, were compiled, and these figures were averaged and checked against the past season's business of the company in order to set the



# A SURVEY OF The Great Central Ohio RADIO MARKET

Covered by The Columbus Dispatch's  
Daily Circulation of 103,526



Every radio manufacturer and advertising agency should have a copy of this booklet giving a complete statistical picturization of the Columbus market. Copies will be furnished executives applying on their own letterheads.

## The Second Annual Columbus RADIO SHOW WILL BE HELD NOVEMBER 7th to 14th

All Central Ohio will attend this elaborate Radio Exposition. The Dispatch, by virtue of its constant leadership, is the logical medium through which to reach the greatest number of people and homes in this territory. The Dispatch Radio Show number will be published Sunday, November 8th. Copy should reach us not later than Wednesday, November 4th.

UNDER THE AUSPICES OF  
**The Columbus Dispatch**  
OHIO'S GREATEST HOME DAILY

# A Case Where Circulation Pays - - FOR ITSELF

Advertising in *Modes & Manners* pays the advertiser, but the circulation pays for *Modes & Manners* - - not quite, but almost.

A unique situation: A circulation which cost only 5% to get; a circulation that actually NETS almost enough to pay for the book.

And what a circulation! Over 200,000 prosperous, "hand-picked" homes - - ALL reached, EVERY issue, by MAIL.

*In Modes & Manners Your Money  
Pays Only For  
Advertising*

- - in homes

(and they all have "charge" accounts)



*Modes & Manners*

PUBLISHED BY STANDARD PUBLISHING CO.

*New York - Chicago - Paris*

AMOS H. WEIGEL, *Business Manager*

JOHN R. REILLY  
*Western Advertising Manager*

JOSEPH C. QUIRK  
*Eastern Advertising Manager*

quota. As a result of this study, the company has arrived at the opinion that it is reasonable to expect the sale of one Atwater Kent receiving set and speaker to every 250 persons or sixty families. "This figure," it says, "is a country-wide average, and is subject to variations in different territories."

In order to prevent price cutting, the company has suggested to its wholesalers that there be only one flat maximum discount for every retailer. On its part it is carrying out this suggestion by allowing wholesalers only one single maximum discount.

Wholesalers are expected to absorb a small charge for advertising literature and display advertising under this plan.

#### VI

Practically all other plans for building a retail sales organization through the wholesaler call for closer contact between the retailer and the manufacturer, in that the company passes upon the wholesaler's selection of retailers and issues to such retailers a franchise certificate.

The Fada organization—F. A. D. Andrea, Inc.—passes upon each dealer that its wholesaler picks before it grants a franchise to that dealer. It attaches the greatest importance to a dealer's attitude toward demonstration of radio products and looks into his facilities for demonstration work. After the question of demonstration has been passed on, then facts on service facilities, ability to make a profit, and the population of a retailer's district are considered. On this information, the company alone decides whether or not to franchise a dealer. The retailer in his turn must agree to carry at least a certain nominal stock of Fada products and must further agree to *feature* at all times the Fada line.

K. H. Stark, secretary of the company, says that this plan has resulted in the selection of dealers that the company can work with. Both parties, manufacturer and retailer, understand each other on fundamentals from the begin-

## Wanted: Supervisor of Printing

One of the largest buyers of printing desires the services of a man with a general knowledge of advertising printing and box-making. His knowledge should cover such factors as Engraving, Composition, Electrotyping and Press Work on both Process Printing and Lithography. Applicants are requested to give full information regarding their experience in a first letter, also mentioning salary expected.

Address "V.," Box 127,  
care of Printers' Ink.

---

## Experienced Sales Executive Available

Twelve years actual selling to the retail and wholesale trade. Satisfactorily represented best-known concern in the United States in its field. Left to become Sales Manager for a house whose product, due to economic changes of living, showed constant shrinkage of volume. My job was to pick up this sales shrinkage. Developed two new products, using existing plant equipment. Sold these products to new industrial field and supervised sales force. Know merchandising—can prepare catalogs—and other sales-building material. References A1. Address "Z," Box 129, c/o P. I.

---

## Sales Manager Wanted

A long established, well-financed manufacturer of toilet preparations wishes to secure a sales manager thoroughly experienced in handling wholesale and retail drug trade and department store trade. Concern has been an extensive advertiser for years and bears an excellent reputation. Applicants must be thoroughly active, capable and moral, not over forty years of age and willing to spend at least one-fourth of time traveling in salesmen's territories. Necessary to live in Southern city of about 5,000 population but a real opportunity with future prospect of partial ownership of business. Please state every phase of your experience, education, salary and other details in first letter. Address in confidence, "H," Box 276, Care *Printers' Ink*.

ning. Mr. Stark showed and explained a system of retailer co-operation between the dealer and the Fada company. Under this system, the company undertakes to show the dealer exactly how to sell its products. Telephone campaigns and house-to-house solicitation campaigns, all designed to get prospects to a Fada store for a demonstration have been worked out for retailers. The preparation of direct-mail literature that is sent to prospects by the company under the dealer's name is another example of co-operation. Special copy for newspaper space that appears over the dealer's name is given to each retailer. The company offers to stand 25 per cent of the cost of the space used for such copy. It expects the wholesaler to pay another 25 per cent and the retailer to pay the remaining 50 per cent.

A very complete and detailed record of all advertising material sent to retailers is kept by Mr. Stark. Comparison is made of this record with each retailer's sales record, and from that comparison figures are compiled which show what each dealer spends in advertising to make a sale. Eventually, from these records there will be fact stories that will tell Fada retailers exactly what they should spend for advertising in order to build up their business.

### VII

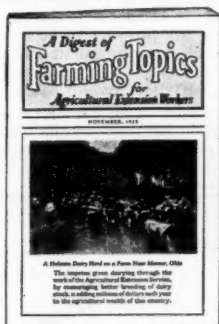
The Music Master Corporation, Philadelphia, is working toward the same goal of a selected and fairly well-controlled dealer organization in a somewhat different manner. Its plan puts more power in the jobbers' hands than that of the Fada company, but not quite as much as that of the Atwater Kent company. The Music Master company, W. L. Eckhardt, the president, tells us, had originally planned to establish relationship with 100 jobbers. It made a downward revision of the list to less than sixty. It had originally planned to get from 4,000 to 5,000 retailers. It got applications from more than 6,000, but has approved less than 3,000 to date.

A registered dealer of Music

# The Livest Issue in the Farm Field

A flood of inquiries have come to us since the announcement of FARMING TOPICS.

How to gain the interest of the County Agent, Home Demonstration Agent, Club Agent, and other Agricultural Extension Workers, seems to be the liveliest subject.



*This specimen issue presents clearly and concisely the new story of a tremendous sales possibility you may have overlooked. Send coupon for it.*

For the first time in the history of Agricultural Extension work, FARMING TOPICS offers the advertiser comprehensive coverage of this important group of workers, teachers, advisers, consultants.

*This then is your opportunity. Send coupon for announcement issue.*

FARMING TOPICS 1532 Tribune Tower CHICAGO, ILL.

## COUPON

### FARMING TOPICS

1532 Tribune Tower, Chicago, Ill.

I should like to see the announcement number of FARMING TOPICS, a digest of the Farm Press for Agricultural Extension Workers.

Name.....

Firm Name.....

Address.....

Master products makes his application to an authorized jobber. If the jobber approves, he submits the application to the company's dealer contract department, which makes an investigation of the dealer.

A dealer is recognized as an "authorized retailer" only if he agrees to turn over to his supplying jobber all Music Master products, should there at any time arise a difference between him and the jobber.

It is also required of each retailer that he purchase his entire supply of Music Master apparatus through the jobber originating the contract. "This," says Mr. Eckhardt, "affords the active and aggressive jobber the opportunity to cash in on his efforts, and it is definitely understood with the dealer that we expect his full cooperation in this respect."

Dealers are established on a per capita basis. It is the company's desire, however, that in no case should two dealers be so close to each other that they will come in conflict or cause any

unfair or unnecessary competition.

Mr. Eckhardt has made the following statement on this plan: "We are not aiming," he says, "for quantity representatives, but rather quality, even though our sales volume at the start will be reduced, feeling confident that the proper point of contact and relation between jobber, dealer and manufacturer, and finally the consuming public, will bring about the desired results."

Not one of these foregoing plans, it will be observed, requires that a dealer handle *only* the product of *one* manufacturer. Nor have we run across *any* plan that sought exclusive representation for one manufacturer in a retailer's store.

At this time no radio set manufacturer is strong enough in the merit of his product to be able to exact such a requirement from retailers. Some new patent development that would give one manufacturer a monopoly on a set superior to any now on the market, might possibly be able to make it worth while for many retailers to

## The Way To Better Selling



This little book of 12 pages has inspired several big business executives to say that it contains a bully good idea which meets present conditions.

It shows how to *sell* by helping the consumer to *buy*. It is free to executives—sales managers—advertising managers. Your request for a copy will not be followed by a personal visit from us unless you invite it.

**Simpson Advertising Company**

Roy B. Simpson, Pres't.

Saint Louis

# The Biography of a City

When the growth of a first-class American city has been packed into forty years\* its biography is short enough to make good reading.

And when a newspaper turns a special staff loose for two months, preparing a Fortieth Anniversary Souvenir Edition, lovers of romance may well stand by.

Does *your* home town measure her age in centuries? Dallas salutes you; how have *you* all fared these forty years?

Youth; optimism; vigor. Achievement prodding enterprise from height to grander height. Dreams lashed to fulfillment while time stands hesitant. Life one swift panorama of brilliant *today's*.

Such is the story that unfolds before you as you read the Fortieth Anniversary Edition of The Dallas Morning News, a copy of which awaits your summons.

***Write for  
Your Copy***

of The Dallas News' Fortieth Anniversary Number, dated October First. It contains much of interest to every marketeer.

\*"The true development of Dallas began," say the city's wise men, "with the establishment of The News in 1885."

**The Dallas Morning News**  
*Supreme in Texas*

*A N N O U N C I N G*  
A New Advertising Agency

THE  
G. LYNN SUMNER  
COMPANY  
INCORPORATED

804 Liggett Building  
41 East 42nd Street  
New York

Serving, among others, the  
SINGER SEWING MACHINE  
COMPANY



drop all other makes of radio sets.

The temper of the worth-while retailer today, however, is against the exclusive-agency idea. He will not agree under any circumstances to any plan that prohibits him from taking on the products of other set manufacturers. The retailer is doing the picking, and not the manufacturer. And no manufacturer's plans, no matter how clever they may be, are going to win over any appreciable number of retailers unless certain desires of the retailers are recognized in the plans.

Obviously, of course, the dealer wants a good product to sell. On that score he has a wide range of sets to choose from. In forming his opinion as to whether a set is good, he has several yardsticks to apply. The consumer buys a radio set to entertain himself. Hence the set must be capable of good reception. But the consumer also buys a set to keep up with his neighbors, "the Joneses." Hence the set must be large in size, or as some retailers say: "It must have lots of lumber in it." It must look professional. To quote again certain retailers: "It must look hard to operate, but must really be very simple to work."

At the present time, it is estimated that the general run of retailers are handling an average of five different lines of radio sets. Resolutions and statements made at meetings of retailers indicate that the retailer would prefer to handle only three lines.

Those three lines, according to information given us by retailers, would differ in price. There would be a low-price set, a medium and a high.

This mention of prices brings up an important point. Because of the rapidity with which time-payment selling has become part of radio retailing, and because of the "keeping up with the Joneses" element in radio, a low-price radio set, as we have already indicated, is considered to be a complete set that sells at retail for \$100.

There are two other points upon which a retailer judges a manufacturer. The first is the matter of protection on price reductions.

## REAL BUSINESS MANAGER AVAILABLE

One advanced from the ranks.

A good accountant and financial man, accustomed to watching the pulse of the business.

One who has supervised advertising. Understands mechanical departments, and closely associated with Editorial and Circulation work.

### IN FACT

One who knows what it is all about.

This man has an exceptional background of business experience, is in his thirties, and at present employed as Business Manager. He has substantial reason for changing.

Initial salary not the major consideration.

Address "L," Box 257, P. I.

## Minus Bla-Bla

If you want a practical, capable sales promotion and advertising executive, you are ready to give me an interview.

Age 33; married; own my home. Graduate engineer with plant experience as well as sales training.

Have proven ability in selling, advertising, sales promotion and managing on a wide variety of products, including chemicals, drugs, industrial equipment and building materials, as well as a number of specialties.

Present firm moving main office out of state to small town. Cannot go with them.

If you want real ability in sales promotion, address "D," Box 273, care of Printers' Ink.

## Advertising Manager Wanted

A long established, Southern maker of toilet preparations is seeking a thoroughly experienced advertising manager, thoroughly grounded in advertising and the merchandising of advertising campaigns. Applicants should not be over forty years of age and willing to spend half of time in traveling, securing newspaper cooperation, etc. Necessary to live in city of about 5,000 population but a splendid opportunity for a real future. Please tell the whole story about yourself in first letter, experience, education, salary, etc. Address in confidence, "G," Box 275, *Printers' Ink*.

### Sales and Advertising Director with 15 Years' Experience in Textile and Apparel Fields Will Soon Be Available

For the past few years, he has been in the employ of one of the leading houses in their respective field, as advertising and sales manager.

His present work includes the complete supervision of the advertising and sales problems, contact with the trade, occasional trips, and complete supervision of twenty roadmen.

Prior to his present connection, he was a member of a firm in the advertising agency business for two years. This experience has been invaluable to him in the supervision of advertising appropriations and plans.

Prior to his Agency experience, his connections were with leading houses in the needle industry, both men's and women's wear lines, in the capacity of advertising and sales manager.

He is considered a thorough student of advertising and selling, having supervised salesmen and sold goods on the road for fifteen years, planned campaigns and made trips to prove their worth and knows the department store field thoroughly.

The right opportunity is the important consideration. The right remuneration will take care of itself.

He is married—age 35—in excellent health and owns his own home.

To reach this man address "A," Box 270, care of *Printers' Ink*.

The retailer wants absolute protection on this score. A cut in price on distress merchandise in one store establishes a new price level for all retailers of that set, and a consequent loss which they are not willing to absorb. The matter of new models enters into this question of price protection. Retailers look with favor upon the manufacturer who takes back old models and junks them.

The second of these last two points is the matter of consumer advertising. The radio set that has not created a reputation through advertising hasn't a chance of being stocked by a respectable number of dealers. It is doubtful if any new set manufacturer could get a hearing from retailers today if he went to them without having had much consumer advertising behind him.

From what we can learn, it would appear that, unless some radical change should take place in the product, the volume of radio set business will soon be concentrated in the hands of a dozen or less manufacturers. Of that number, there will probably be three or four which will dominate the industry.

The strong manufacturers will be those who have created a real dealer organization and have advertised their product *twelve months* in the year. Radio manufacturing is a highly seasonal business; but radio advertising *cannot* be seasonal. Retail outlets can be retained and profitably used only by the manufacturer who keeps his name before the buying public every month in the year.

\* \* \*

In this report no reference has thus far been made to radio broadcasting. The success of the radio set manufacturer is predicated upon good broadcasting. His sales depend upon it. He must interest himself in the subject. Perhaps it is more than a coincidence that A. Atwater Kent, who is financing the weekly concerts now being given by some of the best artists in the country, is president of a radio set manufacturing company that is now generally regarded as the leader in production volume.



## Qualities You Can't Specify—

**I**T is easy to specify such tangible qualities as weight, height, capacity, finish and color on any bottle order.

But there are other qualities that count beside these material specifications.

Who, for instance, can estimate the value of integrity, fair dealing, courtesy and the spirit of service? And yet, for these you must depend on the ideals and character of the individual manufacturer.

For over half a century bottle users have looked to the Illinois Glass Company, not only for those qualities they could specify, but for those they could not.

If we can be of any help to you on your bottle or package problems the experience of 53 years is at your disposal.

### Illinois Glass Company

*Established 1873*

ALTON

ILLINOIS



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

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London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

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NEW YORK, OCTOBER 15, 1925

## Common-Sense Postal Advice

A Congressional Committee for some months has been holding hearings in a number of cities on postal rates. Close attention to these hearings on our part leads us to the opinion that more light is to be found on the highly perplexing financial problems of the United States Post Office Department in the pleasantries that pass between the members of this committee and the witnesses it calls than in the serious and formal statements made before it.

At one of the more recent meetings of this committee, a representative of the du Pont company made an impromptu remark in

which he offered a solution to the financial ills of the Post Office Department. "The thing to do," he said, "is to Fordize it." The only thing remarkable about that statement, to the mind of one of the Senate's members of the committee, was that it should come from a man who was part of the General Motors family. The Senator's quip got a hearty laugh and a good idea was buried.

The committee might well have inquired further into the Ford idea. In Mr. Ford's own words it is this:

"Our policy," he says, "is to reduce the price, extend the operations and improve the article. You will note that the reduction of price comes first. We have never considered any costs as fixed. Therefore, we first reduce the price to a point where we believe more sales will result. Then we go ahead and try to meet the price. We do not bother about costs. The new price forces the costs down. . . . The low price makes everybody dig for profits. We make more discoveries concerning manufacturing and selling under this forced method than by any other method of leisurely investigation."

Ford's idea is to extend his market by lowering the price level. It's a profitable and sound idea for his product. The Post Office has a service for sale. It should have, like Ford, the widest possible market for that service in order to be successful. However, unlike Ford, it has been raising its prices, instead of lowering them. In the long run, there can be but one result from such a policy. The Post Office will get a quality market. And when it has such a market it will have defeated the purpose for which it was established.

There are four classes of mail. Each of these classes has different rates, but each is absolutely dependent upon the other. The sale by a manufacturer of an article that is shipped by parcel post (fourth class), for example, may have been brought about by an advertisement in a publication (second class) or by catalogue (third class). The bill for this

shipment and correspondence concerning it would go in another class (first class). This simple example, and it is, of course, a most common example, makes clear the fact that each class of mail is dependent upon the other classes.

At the same time, it also makes plain the thought that use of the Post Office for one mailing brings a whole flow of other mailings in its wake. The Post Office exists for the purpose of being used, and the way to get it used is to make it attractive in price to all possible users.

### **Sauce for the Gander**

One of the most valuable lessons that business ever taught anyone was the lesson in diversification that it helped give to the one-crop farmer. A good size share in the improved agricultural situation today can be attributed to the more intelligent use of farm acreage and equipment to produce a wider range of farm products. No one will question that. Nor is anyone likely to question the fact that business interests helped drive home the stark practicality of diversification in a way that the farmer understood.

That fact makes it all the more difficult to explain why many individual businesses do not profit by the same lesson. It is not uncommon to see a manufacturer focusing his sales effort in markets where conditions are dead against him, where competition and price-cutting negative the likelihood of making any profit. In so doing he often overlooks other markets where he might establish himself at lower cost and grow.

Diversification has many phases. Vice-president Ford of the Chicago & Eastern Illinois Railroad described one of them recently. His road used to depend largely for freight traffic on coal shipments from Indiana and Illinois mines. Strikes reduced the road's revenue from these sources, so it began a campaign to secure the fresh fruit and vegetable traffic coming into the Chicago market from the South. It also set about getting other classes of freight by making

traffic arrangements with other roads and by improving its salesmanship.

"As a result," says Mr. Ford, "our traffic is now about equally divided between coal and other commodities whereas a few years ago coal represented 70 to 80 per cent."

Within a few years the Real Silk Hosiery Mills, Inc., has built up an organization of 8,000 salesmen working from house to house. This company is now prepared to have all its salesmen sell lingerie in addition to hosiery. Why not? It has the sales force available. It is already reaching the market for its merchandise. The opportunity to use its existing equipment is too obvious to neglect.

The one-crop farmer never presented a sorer spectacle than that offered by the business which can put the diversification idea to work and does not. It need not necessarily mean extensive and expensive branching out, but it does mean using existing production and distribution facilities as fully as they can be used and where they can be used to produce new and more stable revenues. Business saw quickly how diversification applied to agriculture. In many cases it should see now how profitably it can take some of the medicine that it so generously prescribed for the farmer.

### **Retailing as a Profession**

Ever since the agitation against "hidden demonstrators" started, many department stores seem to be leaning backward in their efforts to be fair to all manufacturers whose goods they handle. In fact, some of them are carrying their policy of fairness to the manufacturer so far that they are unfair to their customers.

It is now the policy of a number of stores not to recommend one product above its competing rivals. If a customer asks for advice as to which cream or lotion or skin remedy she should use, the saleswoman will answer something like this: "They are all good. The store does not handle any goods that are harmful."

Now that sort of selling may be

all right for some lines, but it will not suffice in the selling of toilet preparations. It may be true that every skin and scalp preparation in a store may not be essentially harmful, but just the same those preparations cannot be sold as specifics. In a way, these preparations are like patent medicines. Many of these medicines were meritorious. The objection to them was that they were offered as panaceas and that they were taken by the patient without a diagnosis as to his condition.

The original idea in furnishing demonstrators to stores was to give the retailer a chance to supply professional service. The trouble, however, with the demonstrator who is paid by the manufacturer is that she recommends his goods promiscuously.

A better way would be for the store to supply its own demonstrators. Perhaps better trained saleswomen would do. Well-informed saleswomen, capable of discussing the merits of respective preparations as applied to certain conditions, would probably be able to give just the right service to customers. In fact, many stores have already hit on this plan.

Some of the larger stores with immense toilet goods sections might find it advisable to employ an expert on toilet goods, capable of giving professional advice to such customers as may require it.

After all, the retailer should not allow himself to become a slot machine, passing out such goods as customers may ask for. He should be capable of giving intelligent and disinterested information to his trade, whether he is selling hats, facial creams or automobiles. Retailing is still a profession—or should be. Only those who are trained are qualified to practice it.

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### **Keeping to the Main Track**

One of the things which has spoiled many an advertising campaign is the tendency to wander off on by-ways instead of sticking to the main track. It often happens that a manufacturer who has been told to take a five-year look before he

leaps, finally decides to embark on an advertising campaign, and with his agent maps out the objectives to be attained. At the start, all efforts are bent upon steering a straight course toward that objective.

Then an attractive by-way shows itself. Perhaps the painting of a pretty girl is presented as a new and clever way of advertising the product and is rushed through in a warm glow of enthusiasm.

The president perhaps feels the need of a snappy slogan and plans are changed to fit it. Often, something a competitor does so influences the judgment of the advertiser that the impulse to wander off by a by-path and take a crack at the competitor becomes irresistible.

The whole scheme of things, especially the fundamental tendency of every human being to become interested in new ideas, works against the one essential of keeping to the main track, of making steady progress step by step toward a previously decided objective. We know of one manufacturer who has embarked upon no less than three advertising efforts, all of them carefully planned in advance and all of them discontinued because pleasant by-paths led him away from the main track—so far away that he never did get back to it. Every advertising agent knows that it is difficult to keep the new advertiser from chasing will-o'-the-wisps across meadows, from dissipating money and effort on side issues which should be invested in proceeding along the straight road to permanent markets won by singleness of purpose and the constant repetition of a simple sales message.

New advertisers should be guided by the experience of those men who have traveled the road before them and leave the exploration of by-paths to men who can spend sufficient money to try exciting experiments.

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Roy McVey has joined the advertising department of the Columbia Gas & Electric Company, Cincinnati. He was formerly engaged in newspaper work at Chicago.

# Re-orders!

**D**URING the first week that the October FORUM was on sale, re-orders were received from the American News Company for New York, Boston, and Philadelphia news stands, in spite of the fact that we had already increased our distribution of copies of that issue by over 37%.

News stand sales have increased over 200% since January; subscriptions nearly 50% and total circulation has more than doubled. The only explanation is the remarkable editorial content. The FORUM is naturally becoming recognized as an excellent advertising medium, as well.

*Member Audit Bureau of Circulations*

## FORUM

*America's Quality Magazine  
of Discussion*

247 PARK AVENUE · NEW YORK CITY

# Advertising Club News

## C. Harold Vernon Honored by New York Club

An echo of the advertising convention at London, last year, was heard at the Advertising Club of New York on October 6 on the occasion of a luncheon which was held in honor of C. Harold Vernon, managing director of V. Vernon & Sons Ltd., London. Mr. Vernon was chairman of District No. 14, of the Associated Advertising Clubs of the World, which was host to the delegates to the London convention.

Mr. Vernon was introduced by H. H. Charles, who, later, made the presentation of a silver flower vase as a permanent token of friendship of the members of the New York club.

In responding to Mr. Charles' welcome, Mr. Vernon made a plea for American industrialists to take the initiative and make British industrialists familiar with American methods. Discussing British trade conditions, which he described as at a very low ebb, Mr. Vernon said: "This much is very striking regarding the situation, the particular lines of trade that are prospering are those which make use of advertising. Those which are not are the ones which do not make use of advertising."

"And so I would like to say to you Americans: If you will send your industrialists over to help our industrialists as you advertising men have helped us to learn what is best in advertising, you will be doing us the greatest possible favor."

A special message to advertising interests throughout the country was conveyed by Mr. Vernon from John Cheshire. Mr. Vernon stated that Mr. Cheshire had made favorable recovery from the illness which made it necessary for him to resign as managing director of Lever Bros. Ltd.

\* \* \*

## Eighth District 1926 Convention at Sioux City

The eighth district of the Associated Advertising Clubs of the World will hold its 1926 convention at Sioux City, Iowa. This district includes Iowa, Nebraska and South Dakota. B. J. Abraham, secretary of the Sioux City Advertising Club has been elected secretary-treasurer of the district association and Frank B. Zehrung, of Lincoln, Nebr., has been elected vice-president.

\* \* \*

## Denver Club to Plan Y. W. C. A. Campaign

The Advertising Club of Denver, Colo., will plan and help execute a campaign for a building fund for the local Young Women's Christian Association. As the first step in the drive, the Denver Club is holding a contest for a suitable slogan.

## To Collaborate on Church Advertising

A series of fifty-two advertisements to increase church attendance through more effective church advertising has been produced by the combined efforts of the Church Advertising Department of the National Advertising Commission, and a number of people prominent in business, political and educational circles. Among those who have helped prepare these advertisements are:

Bruce Barton, president, Barton, Durtine & Osborn, Inc.; Senator Hiram Bingham, of Connecticut; William E. Knox, American Bankers Association; Arthur Capper, Capper Publications, Topeka; W. O. Thompson and David Kinley, presidents, respectively, of Ohio State University and the University of Illinois; John Howie Wright, editor, *Postage*, New York; Charles C. Green, president, Advertising Club of New York, and, Clara Woolworth and Walter Ostrander, advertising, New York.

Fifteen of the advertisements are being set up under the direction of John Clyde Oswald, managing director, New York Association of Employing Printers, proofs of which will be sent to newspapers throughout the country, to help them in developing their church advertising pages.

\* \* \*

## Columbus Club Appoints D. G. Starkey

The Advertising Club of Columbus, Ohio, has appointed Delmar G. Starkey as secretary. He had been secretary of the Chamber of Commerce of Kenton, Ohio, and succeeds Robert A. Warfel, who, as previously reported, has become executive secretary of the National Advertising Commission. The first meeting of the season will be addressed by Charles W. Meyers, director of trade relations of Armour & Company.

\* \* \*

## Woman's Advertising Club Sponsors Course

The Woman's Advertising Club, of Chicago, is again this year sponsoring a course in "Fundamentals of Advertising" which is being given for the purpose of aiding young business people to get a background for advertising work. The course will cover ten lessons and the instructor will be Fenton Kelsey, of the Kuhl & Bent Company, Chicago.

\* \* \*

## F. M. Randall Made Washington Bureau Chairman

C. K. Woodbridge, president of the Associated Advertising Clubs of the World, has appointed Fred M. Randall general chairman of the association's Washington bureau service. Mr. Randall is president-treasurer of The Fred M. Randall Company, Detroit, advertising agency.



## Seeks to Curb Speed Appeal in Motor Advertising

The Division of Motor Vehicles of the State of California has requested the co-operation of the San Francisco Better Business Bureau in asking advertisers to desist from using phrases or subject matter in their copy which implies that laws were violated in attaining speed records on the public highways.

The State department calls attention to recent advertisements wherein claims are made relative to the speed made by automobiles upon the public highways. Its investigations disclosed that many of such claims are without foundation. In other instances it was found that automobiles had been driven as high as seventy miles per hour upon the public highways in order to attain the advertised records.

The department points out that such advertisements tend to cause speeding on the highways, thus greatly increasing the accident hazard.

## Grand Rapids Club to Hold Sales Letter Contest

The Grand Rapids, Mich., Advertising Club has planned a sales letter writing contest for its members, which will run for three weeks. The idea of the letters will be to induce prospects to join the club and the winning letters will actually be used for that purpose.

## Poor Richard Club to Honor Founder

The members of The Poor Richard Club, Philadelphia, have started a fund to establish a memorial room in its new clubhouse to perpetuate the memory of Thomas B. Martindale, the club's founder. The room, when finished, will bear the founder's name and will be decorated with trophies of the hunt, in which he was a past master.

## H. H. Charles, Chairman, General Program Committee

H. H. Charles, of the Charles Advertising Service, New York, has been appointed chairman of the general program committee by C. K. Woodbridge, president of the Associated Advertising Clubs of the World. This committee will be in charge of arrangements for the annual convention of the association which is to be held at Philadelphia from June 19 to 24, 1926.

As chairman, Mr. Charles will be instrumental in organizing the convention, selecting a theme and arranging for speakers and topics to emphasize it.

## St. Louis Club Starts Three-Year Course

The St. Louis Advertising Club, in connection with the extension division of Washington University, has started a course in advertising which will cover three years.

## Poor Richard Club Holds Field Day Meet

The Poor Richard Club, Philadelphia, held its annual field day outing last week at the Manufacturers Country Club, Orelana, Penna. About 100 members attended. From morning till sunset the members engaged in various sports with golf, of course, drawing the greatest crowd. There was also a baseball game between the Alley Rabbits, captained by Karl Bloomingdale, vice-president of the Club and the Bear Cats, captained by L. Burns. The Alley Rabbits won.

In the golf tournament, Howard C. Story, president, brought in the low score of 73, winning the Bartley J. Doyle golf trophy. Low gross score was awarded to Roy Barnhill of *Better Homes and Gardens*, who scored an 82. J. B. Mackenzie brought in a net of 76, tying with Charles L. Asam. Morton Gibbons-Neff with a score of 103, won the prize of "\$1,000,000 in rubles." Mr. Burns was awarded a silver pitcher for being the best all-around baseball player. Tennis honors went to A. D. Snyder, and Ray Neal won the prize for best putting.

## Pittsburgh Club Appoints Postal Committee

A committee to conduct an educational campaign on postal rate revision matters has been appointed by the Pittsburgh Advertising Club. The committee includes: J. C. McQuiston, J. A. Price, L. J. Heckler and J. J. Ruch. A recent noon meeting of the club was addressed by Richard H. Lee, of the National Council of Direct Mail Users.

## Bankers Association Honors W. R. Morehouse

W. R. Morehouse, vice-president of the Security Trust and Savings Bank of Los Angeles and chairman of the Better Business Bureau of the Los Angeles Advertising Club, has been made vice-president of the savings bank division of the American Bankers Association.

## M. A. Woodbury Wins Holland Trophy

Mel A. Woodbury won the Lou E. Holland trophy at the Kansas City Advertising Club golf tournament which was held at the Lakewood Country Club on October 9. Mr. Woodbury is now the permanent owner of the cup, having won it for three consecutive years.

## New Officers of the Waterbury Club

The Waterbury Advertising Club at its recent annual meeting elected the following officers: President, Walter G. Hauser; vice-president, Oscar Ziglatski, and secretary-treasurer, Stephen T. Crane.

# The Little Schoolmaster's Classroom

THE Schoolmaster has had frequent occasion to comment favorably on the boys' pig clubs, calf clubs and corn clubs that have been promoted so successfully by agricultural leaders such as E. T. Meredith and Senator Arthur Capper. These clubs, which have been operating in Central Western States for twenty years or more, have had a great influence in training boys not only to become good farmers from a production standpoint but to make them business men who know how to turn into a profit the things they raise.

It is with pleasure, therefore, that the Schoolmaster now is able to report to the Class the successful operation of another move of this kind, namely: boys' reforestation clubs. The State forestry authorities in Louisiana, working with the Long-Bell Lumber Company, of Kansas City, have enlisted the school boys of that State in a project which is rehabilitating the forests and making the boys some money while at the same time teaching them something the full worth of which can hardly be computed in terms of mere cash.

About six years ago the State forester influenced about a thousand boys to take charge of forest plots each of from one to three acres in extent. The boys were supervised in their work, which had to do with making fire guards and thinning out the trees. Since that time more boys have been added yearly.

But now the proposition has grown to the point where the plots have to be thinned again. Modern experience has shown that reforestation actually provides a succession of crops rather than a single yield. In the intervening five years the timber that now has to be thinned has grown to such a size that the boys could not afford to get it out unless they could find a means of disposing of the thinnings profitably. The Long-Bell company, being made

acquainted with this situation, expressed a willingness to buy from the boys all the timber they see fit to get out from their plots. The timber is used for such purposes as logs, fence posts, ties and piling. During the summer just gone as high as 8,000 feet board measure has been cut from some of the plots. Long-Bell has purchased this with the result that in each case there is a proud boy who has made a worth-while profit out of his efforts to protect the timber from fire and the razor-back hogs. In the longleaf pine region the razorback is almost as destructive a forest pest as is fire.

The Long-Bell people, in addition to buying the timber from the boys, are offering cash prizes to those who produce the best results from their plots.

Members of the Class can well afford to watch this boys' club movement in these various lines. It all forms the best possible foundation for the statement that the merchandising problems of tomorrow, in production as well as in selling, are going to be solved even better than are those of today.

\* \* \*

Good advertising rarely gets itself written by following formulas. No two businesses are identical and consequently no two advertising problems are exactly alike. The key in each case must be filed down and fitted to the lock that holds the door closed. Nevertheless there are voiced occasionally maxims of advertising guidance of such wide application that any advertiser can well include them in his kit of tools.

To a group of advertisers Henry P. Williams of Williams & Cunningham recently laid down one of these aphorisms. A friend commented on the advertising of a certain house, saying, "I see this advertising from time to time and when I do I read every word of it." On being asked why he replied, "I don't know except that

**"AT THE DOORWAY  
TO YOUR MARKET"**



The PENNSYLVANIA BUILDING  
holds unequalled advantages  
for advertising agencies, pub-  
lishers, and allied industries.



Standing at the "Gateway of the Penn-  
sylvania Zone" it is convenient to all  
your clients—your market.

Desirable daylight-flooded offices at  
moderate rentals.

JULIUS TISHMAN & SONS, Inc.  
*Owners*

Brown, Wheelock, Harris, Vought & Co., Inc.  
20 East 48th Street 14 Wall Street

*Renting Agents*

# Pennsylvania Building

225-241 West 34th Street  
Facing Pennsylvania Station

## The New York Times PRIZE FOR ESSAY ON ADVERTISING TYPOGRAPHY

The New York Times offers a prize of \$100 for the best essay on the practical value of good typography in newspaper advertising.

This prize offer affords opportunity to all who can interpret the principles and value of good typography.

The essays submitted must be not more than 1,000 words in length and typewritten.

It is suggested that references be made in illustrating the points brought out in the essay, to the various entries in the recent Typographical Contest of The New York Times, 400 of which have been reproduced in the book "Newspaper Advertising Typography" by the Business Department of The New York Times. A copy of the book will be sent free to any person intending to write an essay.

All entries must be addressed to Typographical Essay Contest, The New York Times, 229 West Forty-third Street, New York City.

The contest is open to all except members of the staff of The New York Times.

**Contest Closes November 15, 1925**

**EVENING HERALD**

**LARGEST DAILY  
CIRCULATION  
IN THE  
ENTIRE WEST!**

**A circulation concentration of  
97% in Los Angeles and  
immediate suburbs!**

#### REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,  
6 North Michigan Ave., Chicago, Ill.  
H. W. Moloney, 604 Times Bldg., New York  
A. J. Norris Hill, 710 Hearst Bldg., San  
Francisco, Calif.

there is a peculiar quality about it. One word leads to another."

"Gentlemen, there is the secret of good copy," said Mr. Williams. "One word leads to another. One word doesn't lead to another unless they start with the first word, does it? All right, let your first sentence in copy be something about your reader. I don't care what it is—you may call him a fool if you want to, but say something about him and he will read it because it is about him. When you have started him reading it, make one word lead to another. The surest way of getting the customer to where you are is to go where he is and come back with him."

Make one word lead to another! There may be a more fundamental rule for the guidance of copy writers than that but the Schoolmaster doesn't recall hearing it stated recently.

\* \* \*

While earnings, freight and passenger traffic, market possibilities and similar analyses are, and should be, of primary importance to an investor, so seemingly slight a thing as a careful engineer on a railroad train may be the deciding factor.

An advertising man wrote to the Illinois Central Railroad to tell that, seated with a family party in the dining car of Illinois Central train No. 3 in the trainshed at Chicago, he ordered dinner and looking out of the window discovered that the train was in motion. The smooth starting impressed him.

"A year later my wife had some money to invest," he wrote the railroad company, "and I told the broker she ought to have a few shares at least of Illinois Central, simply because that engineer had regard for the passengers and passengers must want to travel and ship freight on such a railroad."

This letter and the resulting investment brought a good letter from C. H. Markham, president of the road, and was made the subject of an editorial in the "Illinois Central Magazine." When, later, a newspaper in the territory



## Service cannot stop

The telephone, like the human heart, must repair itself while it works. The telephone system never rests, yet the ramifications of its wires, the reach of its cables and the terminals on its switchboards must ever increase. Like an airplane that has started on a journey across the sea, the telephone must repair and extend itself while work is going on.

To cut communication for a single moment would interrupt the endless stream of calls and jeopardize the well-being and safety of the community. The doctor or police must be called. Fire may break out. Numberless important business and social arrangements must be made.

Even when a new exchange is built and put into use, service is not interrupted. Conversations started through the old are cut over and finished through the new, the talkers unconscious that growth has taken place while the service continues.

Since 1880 the Bell System has grown from 31 thousand to 16 million stations, while talking was going on. In the last five years, additions costing a billion dollars have been made to the system, without interrupting the service.



**AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES**

**BELL SYSTEM**

*One Policy, One System, Universal Service*

## PREMIUM LISTS AND CATALOGS

—Premium lists and catalogs are prepared by us to fill the particular requirements of our patrons. They retain their identity at all times; the premium leaflet or catalog and the coupon or voucher are *theirs*.

—Premium lists may take the form of an inexpensive leaflet or an elaborate book in colors. The customer decides.

—Premium lists are furnished at a very low charge, as illustrations are produced from our stock plates, of which we have hundreds, fitting every requirement.

—Sample lists and catalogs and booklets explaining our Service mailed on request. Please state nature of business.

**THE PREMIUM SERVICE CO., Inc.**  
199 Franklin Street New York



## House Organs

We are the producers of some of the oldest and most successful house organs in the country. Edited, printed and mailed in lots of 1000 and up at 5 to 15 cents per name per month. Write for a copy of *THE WILLIAM FEATHER MAGAZINE*.

**The William Feather Company**  
607 Caxton Building : Cleveland, Ohio

**THE  
WINSTON-SALEM SENTINEL**  
leads all North Carolina  
dailies in audited home cir-  
culation.

**Business is good in North  
Carolina's largest city.**

**THE TWIN CITY SENTINEL,  
WINSTON-SALEM, NO. CAR.**

quoted the editorial in an article, Mr. Markham took the trouble to have it clipped and sent to the man who told his wife to invest in the road because the engineer was careful.

In any number of similar incidents the Schoolmaster is impressed by the manner in which the busy presidents of great companies take the trouble to pay close attention to the details of their business, especially when the human element is involved. Here is a railroad president who took the time and care to do a thing which many a salesman would consider trivial or beneath his dignity. The bigger the man the more interested he seems to be in pleasing his customers and in calling the customer's attention to a matter he thinks will interest him.

\* \* \*

The August furniture sale is not a merchandising plan that deserves very high commendation. Each summer, furniture retailers throw all caution to the winds, forget everything they know about modern selling and plunge into an orgy of price cutting.

However, the Schoolmaster feels that this is neither the time nor place for a searching analysis of the August furniture sale. The only reason he brings up the subject at all, at this moment, is because he notices that several New York furniture stores are now open at nights and this new policy is traceable to the hot and hectic August sales.

Last August, several of the furniture stores in New York announced that they would be open each night that a sale was in progress. Evidently, the owners of these stores found the policy a good one, because at least two of them have not given it up.

Of course, there is nothing new about this. Many years ago, practically all stores were open every night until nine and ten o'clock and some even later. More than once, the Schoolmaster recalls seeing one of the furniture merchants in his home town peering through his show window across the street at his rival's store to

164 of a series showing effective coverage of national advertisers



## Fight this Wolf with RADIATOR WARMTH!

**HIS NAME is Winter.** His howl is the biting north wind. He lurks at doors and windows; he peeps upon childhood and old age. In your home protected from his fury!

It can be.

Radiator warmth is the wolf's one unconquerable foe, and there is still time to install American Radiators and an IDEAL Boiler in your home before real cold weather comes.

Go now to the nearest Heating and Plumbing store and let them give you an estimate for your home, which costs nothing. The dealer will gladly explain our Easy Payment Plan which lets you pay for your warmth while you are enjoying it.

Get the facts now, before the Wolf of Winter comes. Protect your home with Radiator Warmth. Then, when he howls, let him howl!

**AMERICAN RADIATOR COMPANY**  
Dept. 62, 1807 Elmwood Avenue, Buffalo, N.Y. Sales Offices in all principal cities

IDEAL BOILERS AND AMERICAN RADIATORS FOR EVERY HEATING NEED

## American Radiator individuals who are readers of Printers' Ink and Printers' Ink Monthly:

NAME	TITLE	WEEKLY MONTHLY	
C. M. Woolley,	Chairman of the Board	Yes	Yes
C. M. Parker,	President	"	"
Wetmore Hodges,	Vice-President & Secretary	"	"
R. B. Flershem,	General Manager Sales	"	"
L. M. Butler,	Chg. of Sales of Special Products	"	"
M. J. Beirn,	Asst. General Manager Sales	"	"
Richard C. Hay,	Manager Sales Training	"	"
E. Judson,	Manager Sales Record Bureau	"	"
R. F. L'Hote,	Secretary General Sales Dept.	"	"
D. E. Kennedy,	Manager Chicago Branch	"	No
M. F. Stack,	(St. Louis, Mo.)	"	"

## WANTED—

**Agricultural Copywriter and Contact Man.** One of New York's progressive and rapidly growing agencies requires the services, at once, of a high-grade agricultural copywriter who knows scientific farming, modern farming, and preferably one who has written fertilizer accounts. You will be afforded an opportunity to do some contact work and sit in on the planning. Unusual opportunity. All replies confidential. State age, experience, salary desired and when you can start. Enclose samples of your work, if possible. None but experienced agricultural writers need apply.

Address "B.," Box 271,  
care of Printers' Ink

## I KNOW A REALLY FIRST CLASS PRODUCTION MAN

Although only 26, he's been running the entire production department of a big New York agency. He knows every wrinkle of the job—and can iron it out. He's married and steady, but ambitious. That's why he's beginning to look around. Any agency or big advertiser will pick a winner if they snap him up. For his name, etc., write box No. C272 P. I.



### Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers—National, State and Local—Individuals, Professions, Business Concerns.

99% GUARANTEED by refund of 5¢ each

ROSS-Gould Co. 344N. St. Louis  
10th St.

observe whether the latter was getting ready to shut up shop. The lights in the two stores usually went out within about five minutes of each other. Every dealer was afraid that his competitor might corral some extra business by remaining open a little longer than he did. Then, dealers in one town after another got together and agreed on uniform closing hours.

It is going to be interesting to keep tab on the tendency of several of the New York furniture shops to go back to the old plan. If any large number of stores should follow suit, the druggist, for one, is going to be affected. Manufacturers will also find that changed closing hours will necessitate changes in dealer help material; in the best time for their salesmen to call, etc.

\* \* \*

Advertising agencies in search of new accounts might do well to look into import records. Foreign manufacturers of articles that, in spite of high tariff barriers, pour into the country in quantities, should prove to be good advertisers.

For the last six years the J. P. Bemberg Company, of Barmen, Germany, has been shipping into this country constantly increasing quantities of its product in spite of a 45 per cent ad valorem duty. Its product is a patented artificial silk called Bemberg "Adler" said to have a particularly silky touch and much durability.

Because of the fact that a tariff wall did not stop sales in America,

### LITHOGRAPHED LETTERHEADS

For \$1.25 PER THOUSAND COMPLETE

IN 50M lots; 25M \$1.50; 12,500 \$1.75, on our white 20 lb. Paramount Bond. A Beautiful, Strong, Snappy Sheet. No smaller quantities.

ENVELOPES TO MATCH, \$1.50 PER THOUSAND

Booklet of Engravings on request.

GEORGE MORRISON CO.

425 East 53rd St., N. Y. City, Dept. T

TELEPHONES PLAZA 1674-1675-1516

Established 1898 Incorporated 1905



the company apparently began to wonder what it could do if it manufactured its product in America. It made a survey covering a period of a year and a half on the subject and then arrived at a decision to form an American company. Plans have already been made to build and operate a factory in the Northeastern section of Tennessee capable of producing an annual output of 1,500,000 to 1,800,000 pounds of Bemberg "Adler" artificial silk. There will be an advertising account here.

This is but one example, and the Schoolmaster doesn't doubt for a minute that there are others hidden away in the official import statistics of the United States.

### W. L. Thompson with Delco Light Company

W. Leonard Thompson has been appointed head of the statistical division of the sales department of the Delco Light Company, Dayton, Ohio. He was formerly assistant chief of the domestic commerce division of the Department of Commerce, at Washington. D. C.

### New Publication for Silk and Rayon Industries

The Rayon Publishing Corporation, New York, has started publication of *Rayon*, a weekly business paper for the silk and rayon industries. It has a page size of 8½ inches by 11 inches. George MacCurran is director of advertising, and Frank A. Smith, business manager.

### New Advertising Business at Des Moines

John W. Ball and Walter E. Battenfield have started an advertising business at Des Moines, Iowa. Mr. Ball was formerly managing editor of the *Des Moines Capital*. The new firm will be known as Battenfield and Ball.

Subscription  
Renewals of **83%**

attest the reader interest of the

**American Lumberman**

Est. 1873 CHICAGO, ILL. A.B.C.

## We Seek A Copy Man With Sound Vision

A man, preferably now employed, who can see the opportunity in the utility field in money and in the satisfaction of sound advancement while doing worthwhile work. A man who makes his pen talk sense in an interesting way. Write, in confidence, why you are this man. Address "X," Box 128, Printers' Ink.

## Production Manager Wanted

A new, strongly financed agency with a large volume of business offers a most unusual opportunity in regard to salary and bonus to a man thoroughly schooled in mechanical production.

Write fully with the assurance that your letter will be read only by the principal and held permanently confidential.

Address "F," Box 274, Printers' Ink.

## If—

any independent advertising concern can put us in touch with an occasional printing job or an account, we will be glad to pay a regular commission. High-grade direct by-mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn Station. Address "E.," Box 23, care of Printers' Ink.

### ADVERTISING SOLICITOR WANTED!

A MAN OF PERSONALITY AND REAL SALES ABILITY WHO CAN PRODUCE BUSINESS FOR A PROMINENT GENERAL PUBLICATION OF THE HIGHEST CLASS IS OFFERED AN UNUSUAL OPPORTUNITY SALARY OR COMMISSION. WRITE BOX 1004, 709 SIXTH AVE., NEW YORK CITY.

## "GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

#### Printing Machinery and Supplies

New and Pre-Used  
Printers' Complete Outfitters  
Conner, Fendler & Co., New York City

Get your copy of our *Bulletin of Publishing Properties for Sale*. Address HARRIS-DIBBLE CO., 345 Madison Ave., New York City.

Multicolor Press with 110 A.C. motor and No. 3 Automatic Davidson Feeder for sale. Less than two years old; cost \$1,150; used slightly. Bargain at \$750 for anyone who has printing to do. Engel Mfg. Co., 4711 N. Clark St., Chicago.

**Publishers' Representative Wanted**  
A1 man, financially independent, to introduce international industrial magazine. Biggest opportunity, on partnership basis, for a live wire yearning for the highest success attainable. Box 330, P. I.

#### AGENCY WANTED!

One-man proposition outside New York or interest, in larger agency, New York or outside. State price, terms, accounts. Confidential! Immediate! Box 354, P. I.

#### DOES YOUR TOWN NEED A SUNDAY NEWSPAPER?

Sunday editor, promotion manager, will start same on arrangement with existing daily, or independently where printing facilities available. Wire! Then write! \$25 reward for acceptable tip. Box 355, P. I.

**Sales Managers Who Want to Lay their offering, in an unusually compelling letter, bearing a fine illustration of their merchandise, on the desks of the proper buyers in 5,000 of the liveliest department stores, periodically, at a total cost of only 2 cents each, should communicate with me at once.** This is a unique, powerful and LIMITED proposal. Address Box 364, Printers' Ink.

**Pacific Coast Representative**  
Wanted for a fast growing National Weekly Newspaper. Circulation now over one-quarter-of-a-million. Must have entrance into agencies and national advertisers on Pacific Coast. One who has some papers now, but not too many. He will be well supported by national and direct-mail advertising. Preferably a Mason. Give all details including papers you are now carrying in first letter. Write General Manager, 219 G Street, N. W., Washington, D. C.

An unusual mail-order opportunity reaching 40,000 of the best consumer-buyers in the United States. The entire cost is only 1c a name, including postage direct to the consumer. John H. Smith Publishing Corporation, 154 Nassau St., New York.

**WANTED**—Trade journal in milling field, offering 100 per cent free circulation coverage of industry, is seeking live representatives in East, Middle-West and Western territory. No drawing account. Strictly commission. When making application state qualifications. The Millers' Digest, 327 S. La Salle St., Chicago, Ill.

### HELP WANTED

**A First Class Salesman to Sell** advertising slides. One familiar with National Advertisers and Advertising Agencies preferred. Liberal drawing account. Box 363, Printers' Ink.

### WANTED

Trade paper solicitor familiar with toilet goods field. Location New York City. Salary. Communications treated in absolute confidence. Box 329, P. I.

### ADVERTISING SALESMAN

New class magazine of quality, select field, has an opening for high-calibre man. Strictly commission, but a real opportunity for the right man. Box 345, P. I.

**DRUG TRADE PAPER** wants capable solicitor in New York City territory for sundries and toilet goods line. Must be familiar with trade and know agencies and firms in the business. Address, giving experience and compensation desired. Box 328, Printers' Ink.

**ARTIST**—Layout man and visualizer, young, experienced on high-grade direct advertising. Must be accustomed to developing ideas. An ideal place for an ambitious man whose work has vitality. Give full details of experience and salary expected. Box 359, Printers' Ink.

**A man or woman** with some selling experience to solicit advertising for a successful clothing trade journal. An excellent opportunity for the right person to make real money and grow with a good firm. Write full particulars to William A. James, 52 Vanderbilt Avenue, New York City.

### Advertising Salesmen

Must be experienced in selling window displays and direct advertising. Our reproductions are made without the use of metal plates. Something different. Western Photogravure Company, 1821 Berteau Ave., Chicago, Ill.

**Wanted**—Artist for finished lettering and rough layouts. Must be fast and capable of handling figures in pencil roughs. Knowledge of advertising layouts desirable, but not essential. Position offers salary and permanent connection with New York Agency. State nationality, experience and salary expected. Box 356, P. I.

**NATIONAL SALES MANAGER WANTED**—A man of exceptional ability to take over entire sales for a nationally known product, sold at this time through the leading jobbers. Correspondence strictly confidential. Address: President, United Cement Products Company, Commerce Ave. and Big Four R.R., Indianapolis, Ind.

#### EXPERIENCED SALESMAN

who understands advertising, direct-by-mail and display, desired for the city of Chicago by large lithographic house.

An opportunity for a good salesman to become associated with a long-established and very progressive institution. Address Box 361, Printers' Ink.

**Advertising Display Salesmen:** We manufacture Genuine Photographs for window and counter displays, also a complete line of direct-mail advertising, and have a few choice territories open for high grade salesmen, commission basis, exclusive territory. Address The Garraway Company, Rutherford, New Jersey, giving full particulars as to experience, references, etc., in first letter.

### Advertising Assistant

Young man familiar with the production of printing and engraving in advertising department of large company. Young, energetic worker desired. Please give full details. Box 332, Printers' Ink.

**Wanted**—Agricultural Copy Writer and Contact Man. One of New York's progressive and rapidly growing agencies requires the services, at once, of a high-grade agricultural copy writer who knows scientific farming, modern farming, and preferably one who has written fertilizer accounts. You will be afforded an opportunity to do some contact work and sit in on the planning. Unusual opportunity. All replies confidential. State age, experience, salary desired and when you can start. Enclose samples of your work, if possible. None but experienced agricultural writers need apply. Box 346, P. I.

### SALESMAN

We have an opening for a live quality salesman who is a producer and has had specialty sales experience. The proposition is selling a high quality product which is in demand by every merchant and has been on the market for many years, having some of the leading National Advertisers as satisfied customers. Replies giving complete details as to your experience, product sold, amount of your earnings, and references, should be given in first letter. Box 337, P. I.

**Outdoor Advertising Salesman Wanted** Live-wire outdoor advertising salesman can make good connection in fast-growing city. Liberal drawing account will be allowed man who can show he is a producer and comes well recommended. Address P. O. Box 1303, Shreveport, La.

**WANTED:** A Real Salesman—the oldest and most representative manufacturers in their line require the services of a first class man to sell their machines in their best territory, the metropolitan district. This is a salary job and an unusual opportunity. **Qualifications:** Age 30 to 45, Earning Capacity—must have averaged \$5,000 for the past three years. Experience—must have a real record for intensive selling. Must possess real personality and capacity for hard work. Apply in own handwriting—Box 324, Printers' Ink.

**District Sales Manager**—A Philadelphia publishing house doing a national business seeks the services of an executive to take charge of the Chicago territory. The man we want has had a definitely successful career as salesman and director. He has earned \$10,000 or more annually and is interested in solving a hard problem, the solution of which will give him practically a business of his own with earnings increasing annually through the addition of men to the force. He will be given a substantial salary and expenses, together with a profit-sharing contract. Write fully to receive attention. Box 362, Printers' Ink.

#### SALESMAN

We want a man (preferably with a college education) who has had at least one year's advertising or selling experience and who has the imagination and determination to combine head-work with foot-work.

We are a new life insurance agency, representing one of the best known companies and we offer a complete and thorough insurance education and every possible sales help.

For appointment write, confidentially, to Room 1407, 52 Vanderbilt Ave., or phone Murray Hill 4364.

### DIRECT MAIL COPY WRITER WANTED

There is a position open in the mail-order department of one of the largest publishing houses in America for a copy writer who can think. Our offices are located in New York City. This is a splendid opportunity for a man whose training, experience and clarity of mind fit him for an important job which can grow much bigger. Write us a letter outlining your qualifications—your age, experience, education, former connections, etc., and stating salary expected. Box 351, Printers' Ink.

**MISCELLANEOUS**

**Get into the Mail Order Business**  
We furnish catalogues, merchandise, etc. Write for information. Department 29, H. Reisman & Co., 551 Lake Street, Chicago.

**ADVERTISING EXPERIENCE TO HIRE**  
12 years' successful experience, good copy, better letters, resultful mail campaigns, special work, full time, part time, serving locally or country-wide. Box 323, P. I.

**Acme Coin Mailers**  
Made in 12 styles. Large advertising space. Holds money securely. Dodd Printing Co., Fort Madison, Iowa.

**Can You Use the Names of Women Interested in Sewing?**  
Each week we receive, in answer to our national advertising, thousands of inquiries from women interested in sewing and all household work. If you can use these names, send your bid per thousand or write for further information. Box 353, Printers' Ink.

**ARTIST**  
desires to communicate with firms having occasional need of Art Work. . . . He wants to widen his Acquaintance by means of Work Better Done. . . . Only a limited number of assignments will be accepted; these will receive his unlimited attention. . . . Address with particulars. Box 334, care of Printers' Ink.

**POSITIONS WANTED**  
**LAYOUT MAN** with sound sales ideas. Creative, artistic, versatile; dependable; writes good copy and can finish sketches; wide experience. Desires connection. Box 340, Printers' Ink.

**ARTIST**  
Young man with some experience desires steady position. Opportunity main object. Willing to start at \$20. Box 350, Printers' Ink.

**Who Wants Me?** I'm a young woman, 30, with 10 yrs.' exp. as executive, secretary, copy writer, sales and direct-mail manager. Versatile, intelligent with initiative. Present salary \$50. Box 357, P. I.

**ARTIST**  
**FREE LANCE:** high-type illustrations and lettering. Work guaranteed or no charges. Box 322, Printers' Ink.

**A young man possessing a knowledge of the various phases of graphic advertising desires a connection as assistant to art director. Am capable of using dynamic symmetry. Box 341, P. I.**

**I WANT TO REPRESENT**  
a live Trade Paper, Newspaper or Magazine. Have sold space successfully for 5 years in trade paper and class magazine. Know agencies; good new business man. Write copy and make layouts. Have New York City office. Box 358, Printers' Ink.

**POSITION WANTED** on editorial staff of New York trade journal or commercial newspaper. Experience, general. Details on request. Box 348, Printers' Ink.

**ARTIST**  
Lettering, design and layout man. Has been successfully connected with advertising agency, free-lance basis. Desires space in small agency. Box 343, P. I.

**Advertising man, high class, seeks new connection. Eighteen years with national magazines. Experienced in every branch. Wide acquaintance, New York and Eastern accounts and agencies. Box 342, P. I.**

**ARTIST**  
Young man, letterer, wishes a position with an advertising agency or art service. Box 339, Printers' Ink.

**Age 36, Rounded Experience Handling** newspaper lists, publicity, catalogues and dealer promotion for automobile manufacturer. Seek connection with agency, factory, or publishing house. \$6,000. Write Box 335, Printers' Ink.

**ASSISTANT ART DIRECTOR**  
Six years in the advertising department of a large manufacturing concern. Limitations of present position make change necessary. Christian, 26. Box 331, P. I.

**Advertising copy contact and idea man** worth \$7,500 yearly; has earned interests in two agencies, now at liberty; paid contributor to "Printers' Ink"; able sales manager with good record. P. O. Box 284, Madison Square Station, New York City.

**COPY WRITER**  
Has successfully handled several important accounts during last nine years. Soon available for connection anywhere. Box 338, Printers' Ink, Chicago Office.

**Young sales-advertising man (27), now with manufacturer, wants a new job, because future is limited where he is. Experience includes managing salesmen, preparing sales and advertising campaigns, copy writing, etc. Salary, \$75.00. Box 360, Printers' Ink.**

**For a Small Agency or Publisher**  
I can very highly recommend a young lady who is an exceptionally competent bookkeeper, can write copy and is a good stenographer. She has been my personal assistant and I can vouch for her dependability. Due to unforeseen circumstances she is leaving and I want to find her a place where she can utilize her qualifications. Address Publisher, Box 333, P. I.

**TRADE JOURNAL EDITOR**  
Experience in handling markets, news, special features, make-up, etc., preparation of editorials, etc., gained on several trade publications at New York. Fields covered—drugs and chemicals; petroleum; raw food products. University graduate. Details and references on request. New York territory preferred. Box 349, Printers' Ink.

## WE CONNECT THE WIRES

**PUBLICITY MAN**, with five years' successful direction of newspaper publicity, large national organization, seeks new connection. Established foreign news bureau after personal investigation. Several years—newspaper and house organ editor, advertising copy and plans. "His service to our campaigns has been superior to that of any other." Age 29. Single. University. Asking \$75. Our No. 1523.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

**Advertising Salesman**—Thoroughly capable and reliable; successful experience in large national magazine, class, trade publication fields; wide acquaintance, New York and Eastern accounts and agencies; best credentials; now open, available for established publisher; strict confidence. Box 344, Printers' Ink.

**Copy Writer**. Woman with unusual copy writing and editorial experience desires connection with agency, department store, or publication. Producer of original selling copy with two metropolitan department stores. Just concluding 4 yrs. on editorial staff of a leading trade publication. Box 336, Printers' Ink.

## What's Your Copy Problem?

Trained merchandiser, serving limited clientele, will gather facts, analyze, plan and build action-getting copy, letters, catalogs, and direct mail. Part time or as-you-need-it arrangement. No assignment too large or too modest. "Byrnes," 2306 N. Lawndale Ave., Chicago.

**Sales and Advertising Executive**. Desires connection with small or medium sized manufacturer where he will have charge of sales, correspondence and advertising. At present employed. Age 29; married. Highest references. Starting salary minor consideration provided real future exists for a man who can produce. Box 326, Printers' Ink.

**FOUR YEARS COPY AND CONTACT MAN**, nationally known agency; eight years director advertising and sales promotion for five million dollar corporation; recently promoted to branch managership, high-grade manufacturer, but want to get back into advertising work permanently with live organization. Reply in confidence. Box 352, Printers' Ink.

## RIGHT

Here is your opportunity Mr. Manufacturer, Mr. Publisher, Mr. Mail Order Merchant or Mr. Real Estate Operator to procure services of versatile Sales, Advertising, Publicity and Promotion Executive. All or part time. Exceptional references. Write John Rees, 22 Post Ave., N. Y. C.

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of PRINTERS' INK**, published weekly at New York, N. Y., for October 1, 1925.

STATE OF NEW YORK,  
COUNTY OF NEW YORK, ss.:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of **PRINTERS' INK** and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, **Printers' Ink Publishing Co., Inc.**, 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, B. W. Palmer, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.;

2. That the owners are: **Printers' Ink Publishing Co., Inc.**, 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; K. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; B. E. Lawrence, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.

Sworn to and subscribed before me this 17th day of September, 1925.

MARY E. GOGAN.

Notary Public, City of New York.  
(My commission expires March 30, 1926.)

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Ask any Balkite jobber to show you a copy of *The Balkite Line for 1925*. This promotion book of 165 pages has brought more favorable comment from the radio trade to the Fansteel Products Company, manufacturers of Balkite Radio Power Units, than any single piece of work we have ever produced. It is an example of the comprehensive and original agency service which has made the advertising of this client so strikingly successful.

**THE JOHN H. DUNHAM COMPANY**

*Advertising*

**TRIBUNE TOWER**

**CHICAGO**



## Why Studebaker uses pages in The Chicago Tribune

Studebaker has always been a consistent newspaper advertiser. Ninety per cent of the total advertising appropriation has gone for the purchase of newspaper space.

Early in July a campaign of full pages in metropolitan newspapers was begun. In Chicago one or more full pages appeared in The Tribune each week.

The results have been astonishing.

*During July and August the business of the Studebaker Sales Company of Chicago increased \$1,126,000 over the same period last year.*

Henry R. Levy, president of the Studebaker Sales Co., of Chicago, gives full credit to Tribune advertising.

"The effect of the page advertisements in The Chicago Tribune has been amazing," he writes. "At a period of the year when the summer slump should have begun, our salesrooms were filled with buyers already familiar with the arguments and facts presented in our Tribune pages, and consequently half sold."

# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Over 670,000 Daily and Over 1,000,000 Sunday